

DEVELOP OTAGO'S NATURAL RESOURCES

Central Dunedin looking across
the harbour to Andersons Bay.



PRODUCED BY THE OTAGO DEVELOPMENT COUNCIL (INC)

HANDBOOK TO DUNEDIN AND OTAGO

1962 - 1963

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Introduction

The City of Dunedin and the Province of Otago is renowned for a remarkable range of scenic attractions and sporting facilities. It is also increasingly focusing attention as an area with immense agricultural and pastoral potential, as well as a solidly based industrial future.

There are rich farm lands, and huge areas awaiting further development; abundant water, unlimited power resources, and diversified industries. There is a community of workers with a high reputation for skill and responsible craftsmanship.

In its combination of these many desirable features, the province is still largely unexploited, although its resources are expanding year by year.

The objects of the Otago Development Council, summarised, are: "To promote the further development of industry, commerce, agriculture, pastoral activity and tourism within the city of Dunedin, and throughout the Province of Otago."

Through the support and confidence of the advertisers represented in these pages, the Otago Development Council presents this third edition of its handbook.

Should there be any aspect on which you desire further information, you are cordially invited to communicate with the Secretary, or the Public Relations Officer. We shall be pleased to help.



Otago Development Council (Inc.)

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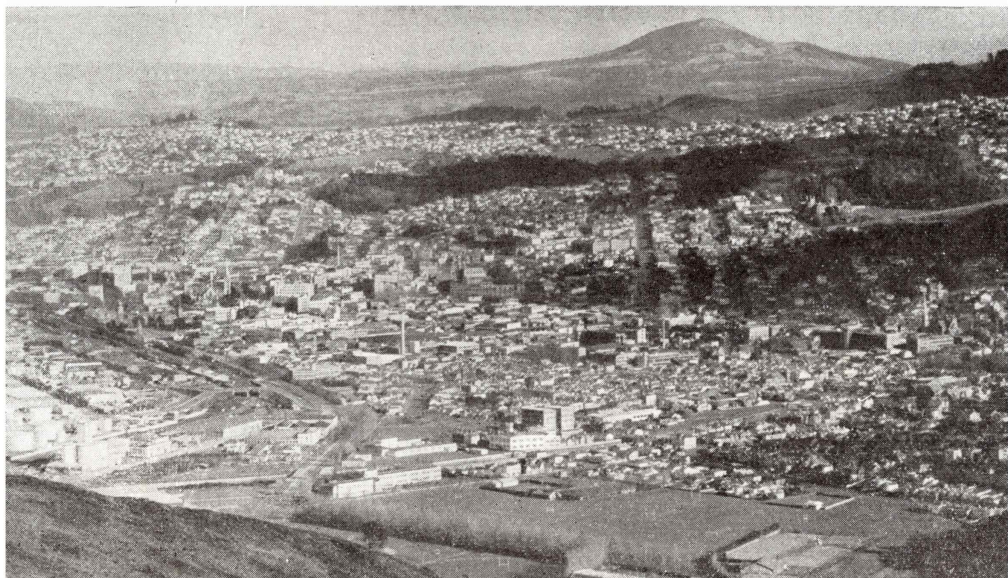
Registered Office: Queen's Buildings, 109 Princes Street, Dunedin.

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This view of part of the steamer basin and the Southern Endowment now being reclaimed for industrial development shows (right) the railways yards and adjoining, the area of some 25 acres taken for extension of the marshalling area. A new motorway is planned along the harbour front of the area being reclaimed and road extensions are already in course of construction. This must be one of the most valuable development areas anywhere in New Zealand—lying as it does at the very hub of rail, shipping, commercial industrial and residential services.

An attractive view of Dunedin City taken from Signal Hill—a favourite viewpoint for camera enthusiasts.



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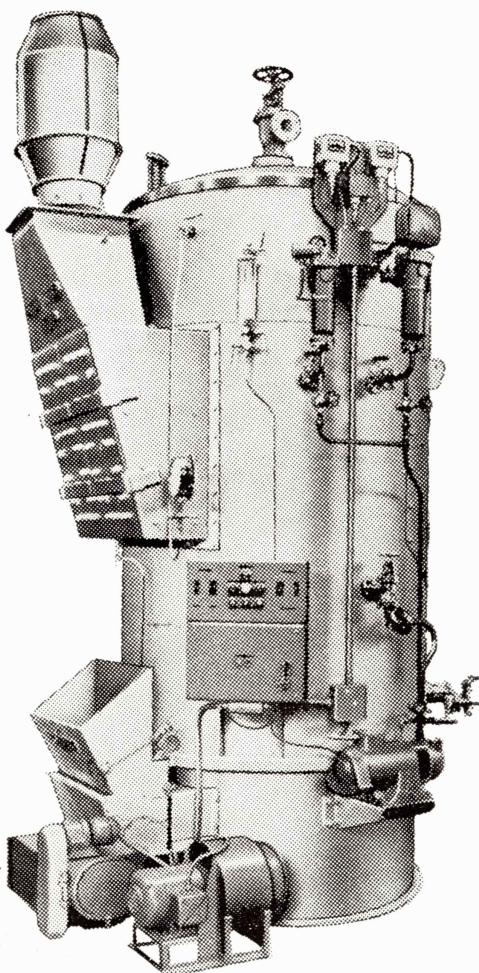
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Evaporation from and at 212° F/lb/hr	Boiler ft	Diameter ins	Boiler ft	Height ins	Approx. weight (empty) incl. brick work cwt	Approx. water capacity at working level cwts
1,750	4	9	12	9	111	36
1,950	5	0	13	6	124	44
2,200	5	3	14	0	140	47
2,700	5	6	14	0	155	54
3,300	6	0	14	9	194	68
4,150	6	6	15	3	221	83
4,950	7	0	16	0	257	103
6,100	7	6	17	3	311	126
7,200	8	0	17	9	351	154
8,300	8	6	18	3	415	169
10,000	9	0	19	0	528	231

Coal-fired evaporation is dependent on the quality of the fuel.

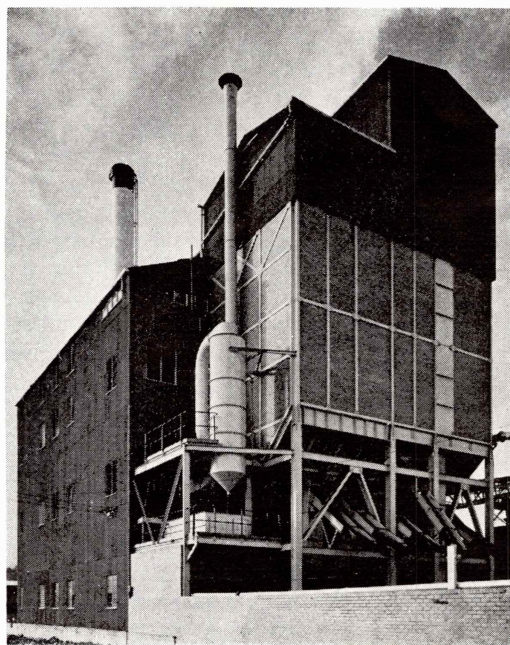
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DUNEDIN

A Good Place to Live In

Dunedin is a beautiful city. It is uncrowded, with its green belt of bush, parks and gardens, sports areas, and views of the harbour.

It is the gateway to New Zealand's greatest natural playground—Central Otago, the Southern Lakes and Fiordland.

There is good housing in Dunedin, with no slums. Retail spending per head of population is high.

Dunedin offers unequalled opportunities for the education of families. There are fine secondary schools, and the city is well known as the leading university centre of New Zealand.

And the 105,000 people who live in Dunedin and its urban area are noted for their friendliness.

A Good Place to Invest In

Although development and population growth is not as spectacular as in the north, Dunedin and Otago are sharing in the increased prosperity that steady progress brings.

On the land, improved production methods are increasing the volume of meat, wool and other produce. As thousands of acres more of marginal and hitherto neglected land are developed into excellent pasture, progress will be even more marked.

Dunedin is pre-eminent as the best wool-selling centre in New Zealand, with the variety and quality of wool that comes forward from the province.

As an industrial centre of the future Dunedin must claim attention. There are an expanding market, good labour force, shipping facilities, a modern airport, and the traditions of sound manufacturing.

These factors are attracting the interest of far-sighted business with money to invest. And land for industry, handily placed, is still reasonably cheap.

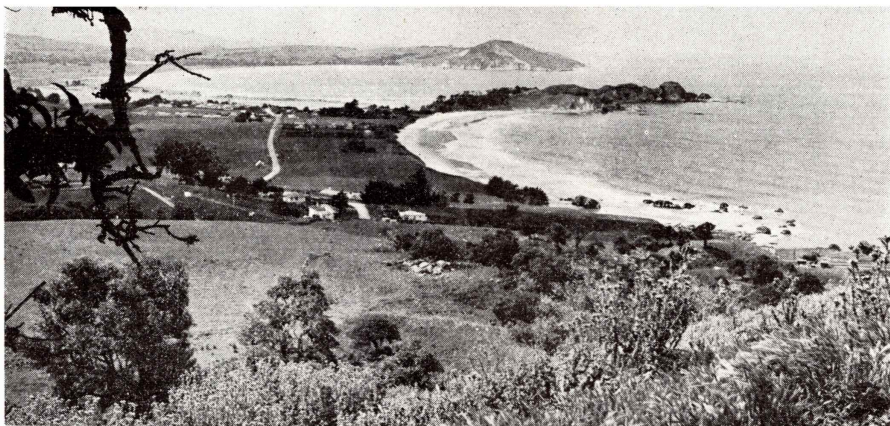
A Good Place to Work In

Many manufacturing companies in Dunedin and Otago are leaders in their fields. Pride in workmanship remains an asset, as tradition is strong, and so is loyalty.

In addition to manufactured goods—including woollens, clothing, domestic appliances, ranges, chemicals, soap, fertiliser, etc.—there are three freezing works. These are at Dunedin, Balclutha and Oamaru.

The potential for industrial expansion is almost unlimited, with plentiful supplies of coal, limestone, electric power, and vast areas of farmland.

Dunedin can offer servicing facilities for all types of industry, for which there is a real future in an expanding area.



Lovely Karitane coastline with Waikouaiti Bay in the distance. There are many of these lovely Bays within an hour's motor run from Dunedin.

Much for Tourists to Enjoy

For the many tourists from all over the world who visit Dunedin, it is a city with charm. Completely different from all other New Zealand cities, the pleasant blending of old and new—of solid Victorian buildings and modern architecture—gives the city a unique atmosphere. This is enhanced by churches and monuments that are lasting evidence of a history of Scottish settlement.

Spread over the hills at the head of Otago Harbour, Dunedin provides scenes of unsurpassable beauty for sightseers.

For camera enthusiasts, or for the camera-carrying tourist, there is infinite variety. Use of colour film is particularly rewarding. There is, for instance, picturesque Port Chalmers within easy distance; the quiet dignity of the University of Otago, native bush in the Town Belt, rugged coastal scenes or sheltered bays on Otago Peninsula—and the city itself.

Attractions for the visitor are by no means confined to Dunedin itself. An easy run north or south along the coast reveals magnificent seascapes and fine beaches.

Eighteen miles from the city the Main South Road crosses the Taieri River, where speed boats operate or where launch trips can be made through its rugged bush-clad gorge to the popular seaside resort of Taieri Mouth.

A little farther on is Lake Waihola, popular for fishing, boating and rowing competitions in the summer and wild fowl shooting in the winter.

Once a year, Dunedin becomes a Festival City, and thousands of visitors make the most of Festival Week and its many attractions—usually held in the last week of January.

And for the tourist who is a sportsman as well, Dunedin is an ideal stop-over place, for there is excellent fishing and shooting within easy reach.

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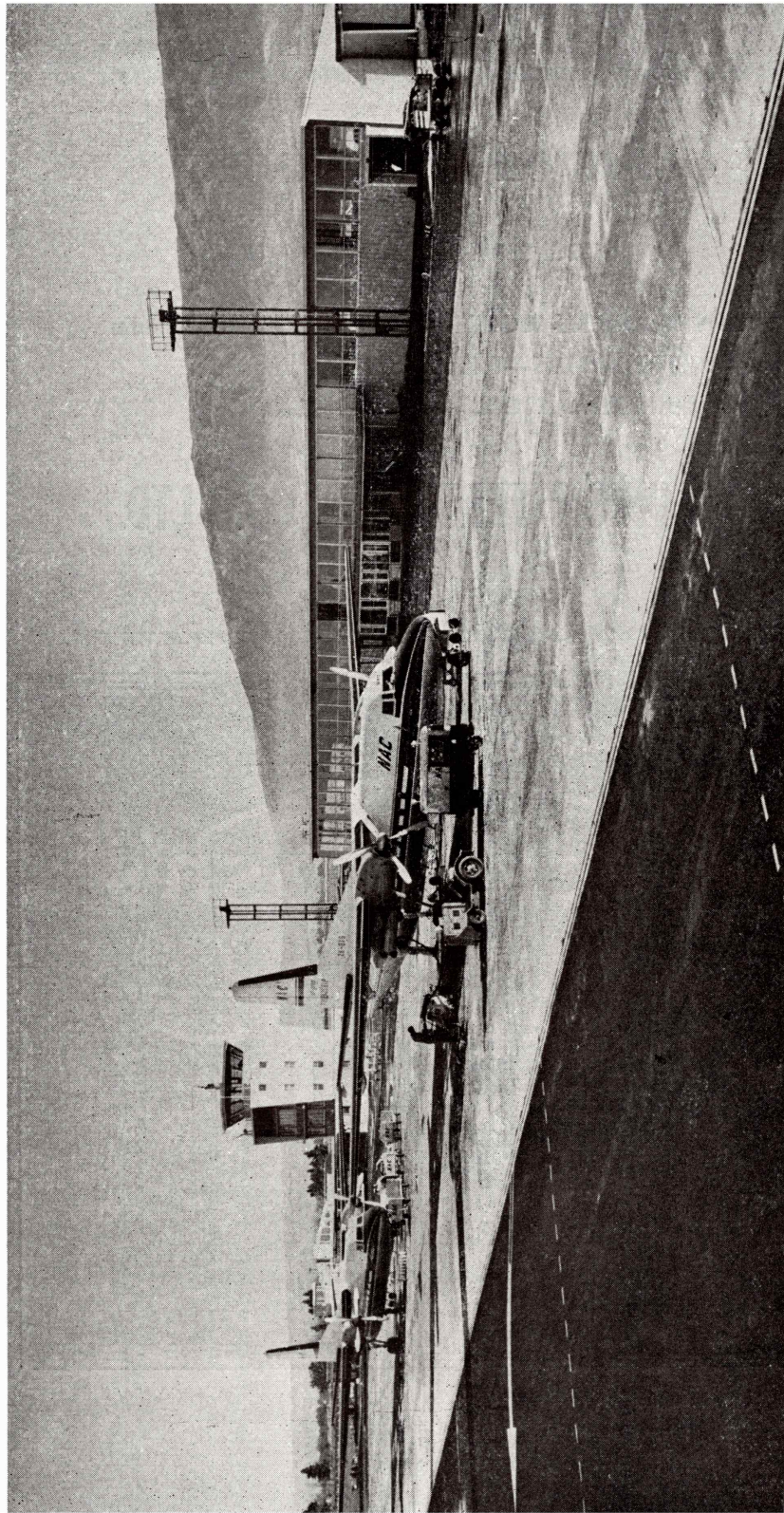
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Modern Dunedin Airport at Momona.

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Made in Dunedin: Symbol of Quality

Manufacturers in Dunedin, have over the years, built up a reputation for high quality goods that is recognised throughout New Zealand, and overseas.

Pride in workmanship, by both management and labour, has made the label, "Made in Dunedin," a symbol of quality.

Public confidence in this quality of Dunedin-made goods is illustrated repeatedly in the specialised commissions placed here from all over the country.

Heavy and precision engineering for projects everywhere is undertaken in Dunedin; woollen mills compete vigorously with those closer to larger population centres; huge hydro-electric projects are constructed using cement manufactured here. And regularly throughout the year a multiplicity of goods manufactured in Dunedin leaves for the north by rail, sea and air.

This thriving trade could not be maintained against intense competition if buyers were not assured of a quality product at a keen price.

Nowhere is faithful workmanship more important than in the field of household appliances. Testimony to the calibre of Dunedin manufacturers is evident, for instance, in electric heaters produced locally and marketed through the Dominion.

Heaters, distinctively-styled electric ranges, refrigerators and washing machines, instant coffee and soap—these are just a few of the hundreds of items manufactured in Dunedin. Pride in workmanship, attention to detail and respect of craft traditions and specialisation combine to make the slogan

"Made in Dunedin"—Symbol of Quality.

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the crowds when the Springboks lost the First Test against the All Blacks in the 1956 series?



We don't say everyone there was a regular buyer of the Otago Daily Times . . . but if we invited all our subscribers to meet at Carisbrook, that's the size of crowd they'd make *

Then as an overflow, we'd have to find space for a crowd three or four times as big to hold the other readers in Otago Daily Times Households, for our newspaper is a family affair.

The Otago Daily Times Serves Otago.

* 39,000 by Audited Circulation.

Immense Power Resources

Otago, with its many rivers and lakes, is one of the few areas in the world today with a tremendous potential for the development of cheap electric power.

Already, a mighty dam spans the Clutha River at Roxburgh—an important step in harnessing this valuable source of power. Hydro-electricity is today one of the major factors in manufacturing.

There are two areas that are main targets for power development at present—the Waitaki Basin, and the Clutha River—both with considerable lake storage.

The potential of the Waitaki Basin, including the giant Benmore project with the earth dam that is one of the world's largest, at present under construction, has been estimated at 1.5 million kilowatts.

Already Waitaki power station itself generates 105,000 kilowatts, and about 520,000 kilowatts will come from Benmore.

Next stage in the development of the Waitaki will be the Aviemore station. This will be producing 220,000 kilowatts by 1969.

A scheme is planned to combine the flows of Lakes Tekapo and Pukaki, lead them into the Ohau River, and feed the water to a large hydro-electric power station—Ohau—at the head of Lake Benmore.

The station would have an output of 500,000 kilowatts. Investigation work into this scheme is proceeding.

Other stations possible in this area are on the Maryburn Basin and at Lake Pukaki, with a combined capacity of 200,000 kilowatts.

Experts predict that the Clutha River could be used for at least three or four more hydro-electric dams. The river, they say, could produce between 500,000 kilowatts and 700,000 kilowatts, in addition to the 320,000 kilowatt capacity of Roxburgh.

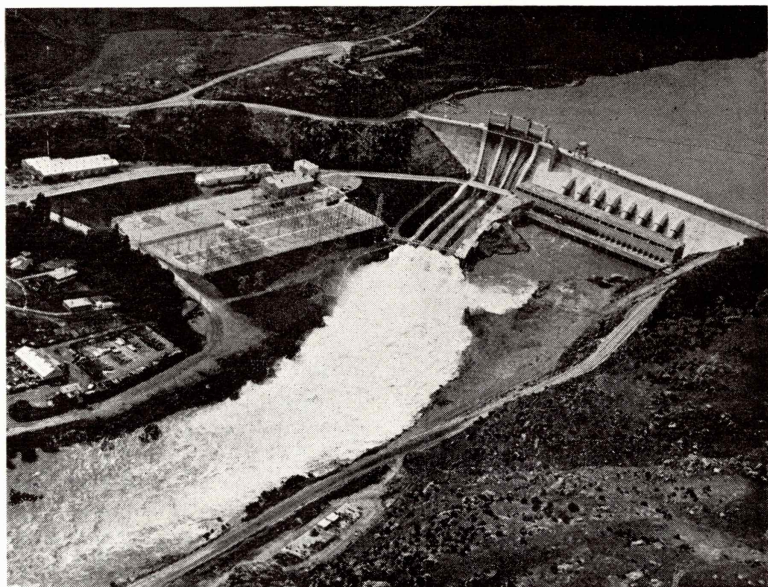
In addition to these schemes, the Dunedin City Council has its own power resources. Generating stations on the Waipori River feed 44,000 kilowatts into the system.

This is the only municipally owned major system in New Zealand, and is able to offer power at cheaper rates than other centres.

As the centre of an area so rich in electric power resources, Dunedin can offer much to industry—both in cheap power and in the availability of power in large unit demands.

Manufacturers with an eye to the future should examine Dunedin when considering expansion. Here, with cheap and plentiful power, a first-class harbour, good industrial land, and air, rail and sea links with the rest of New Zealand, opportunities are good.

Power is the key to the future, and Dunedin is next door to the source.



Roxburgh Power Station, generating 320,000 kW, 100 miles from Dunedin.

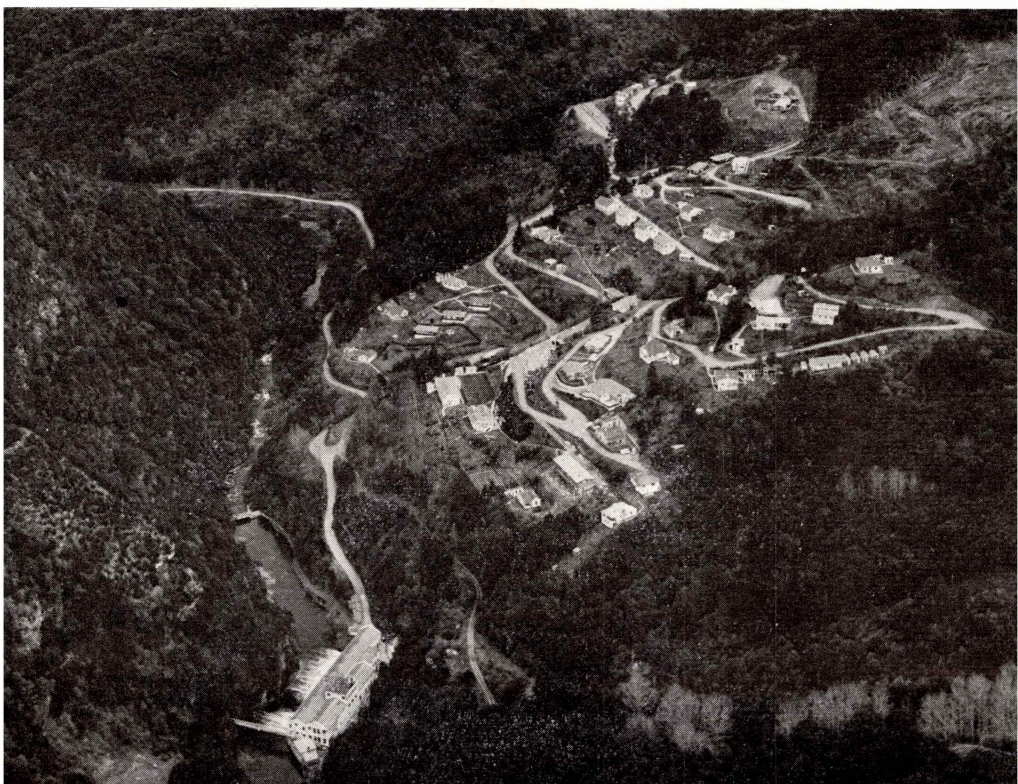


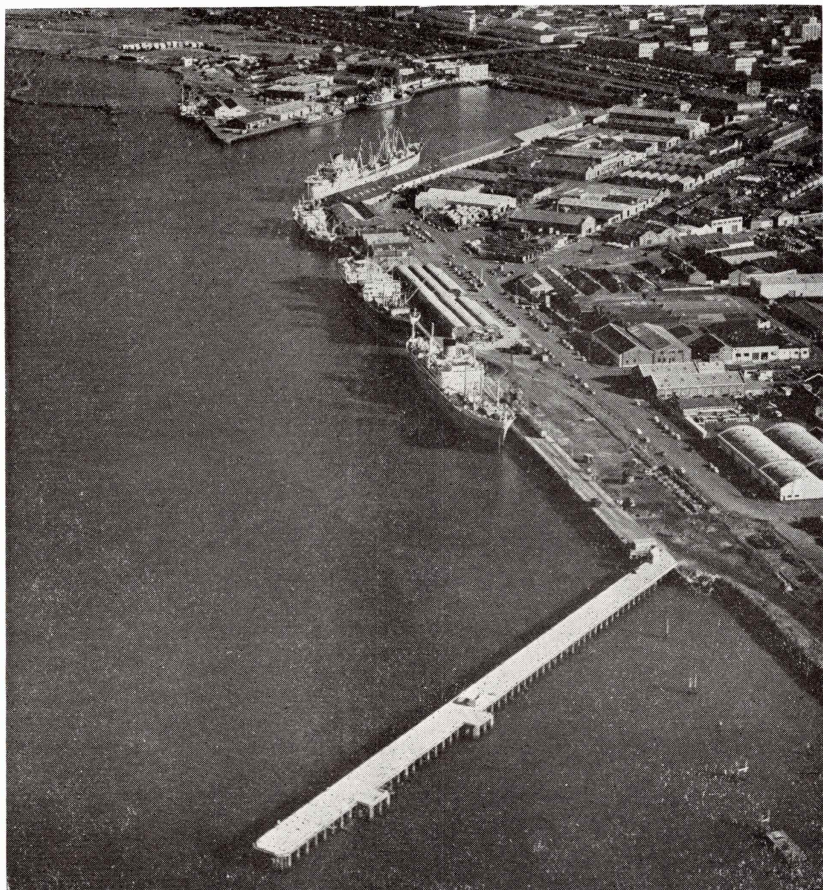
The mighty Benmore Power station in course of construction—when complete will generate 540,000 kW.



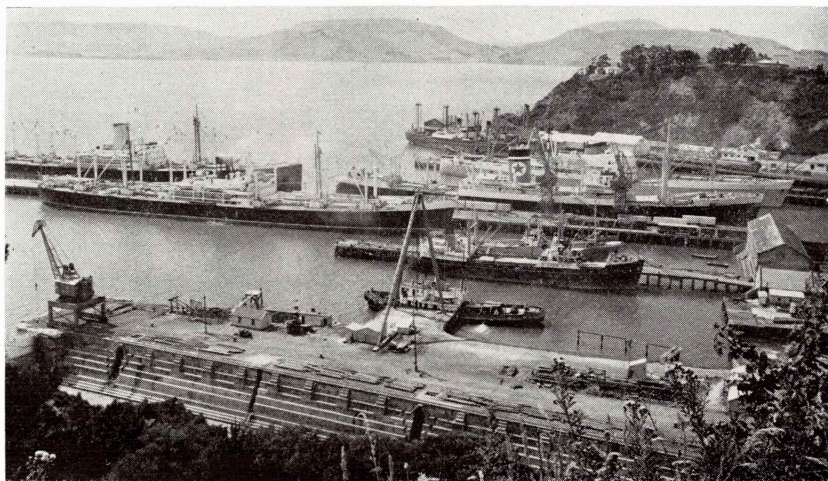
Above: An aerial view of Lake Mahinerangi—source of the city's own hydro-electric power supply.

Below: Waipori township and No. 2 Station set deep in the scenic gorge of the Waipori River.





The Port of Dunedin showing the new 800 ft oil wharf.



Port Chalmers showing the large graving dock in the foreground.

Otago – a Major Port

A natural haven for ships, the Port of Otago, with its upper and lower harbours, serves shipping from all over the world. As a major port of New Zealand, imports and exports of the Province of Otago pass over its wharves.

The lower harbour, at Port Chalmers, with its greater depth, caters for large ships coming to this country drawing up to 32 feet.

The upper harbour, at Dunedin (which takes the greater quantity of shipping and trade) provides for shipping, with draughts up to 25 feet.

DRY DOCKS

In addition to adequate port facilities, the lower harbour is equipped with two dry docks. The larger is capable of taking ships up to 530 feet in length, 66 feet in beam, and 19 feet in draught. There are full workshop facilities for hull and engine room maintenance and repairs.

The upper harbour is equipped with cranes, mechanical handling plant, and transit sheds, ensuring the speedy handling of cargo and quick turn-round of ships.

With a powerful tug, of 1,750 h.p., and a first-class pilotage service, the port is well equipped to handle shipping. Radar and radio communications are of a high order.

£2.1 MILLION PLAN

To keep pace with progress and expansion, in both agricultural and industrial fields in Otago, and to cater for steadily increasing trade, a port development plan, estimated to cost £2.1 million is being undertaken. Extensive land reclamation, see picture, page 3.

A new export-import wharf is being provided at Port Chalmers with additional crane facilities. The first phase of this work is now well under way.

George Street Pier has been extended by 150 feet, providing three deep-water overseas berths.

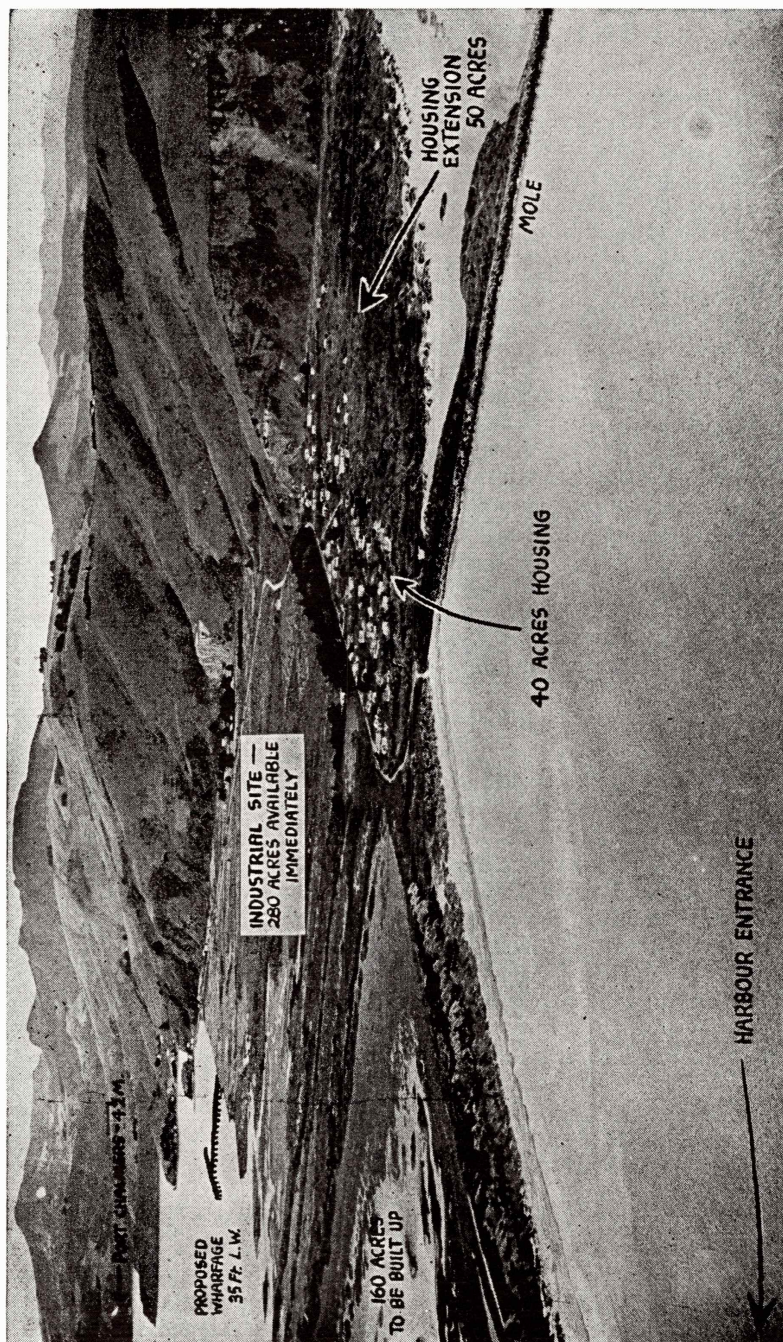
In the upper harbour, at Dunedin, a new oil wharf, 800ft long, has been built. Victoria Wharf is being extensively widened, and new sheds and cargo facilities are being added.

INCREASED TRADE

This expansion of port facilities will be in line with the increased trade and shipping traffic that will result from future progress and expansion in Otago.

As well as provision of adequate and first-class wharf and port equipment, sites for heavy industry are available at Aramoana, near the entrance to the harbour. When the requirements of heavy industry are known and promoted, adequate wharves and all amenities, such as power and water, can be provided here. (See picture, next page.)

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It is with pride that we associate ourselves with Otago's development from our early beginnings. We have celebrated our Centenary and look forward to serving Otago for many years to come.



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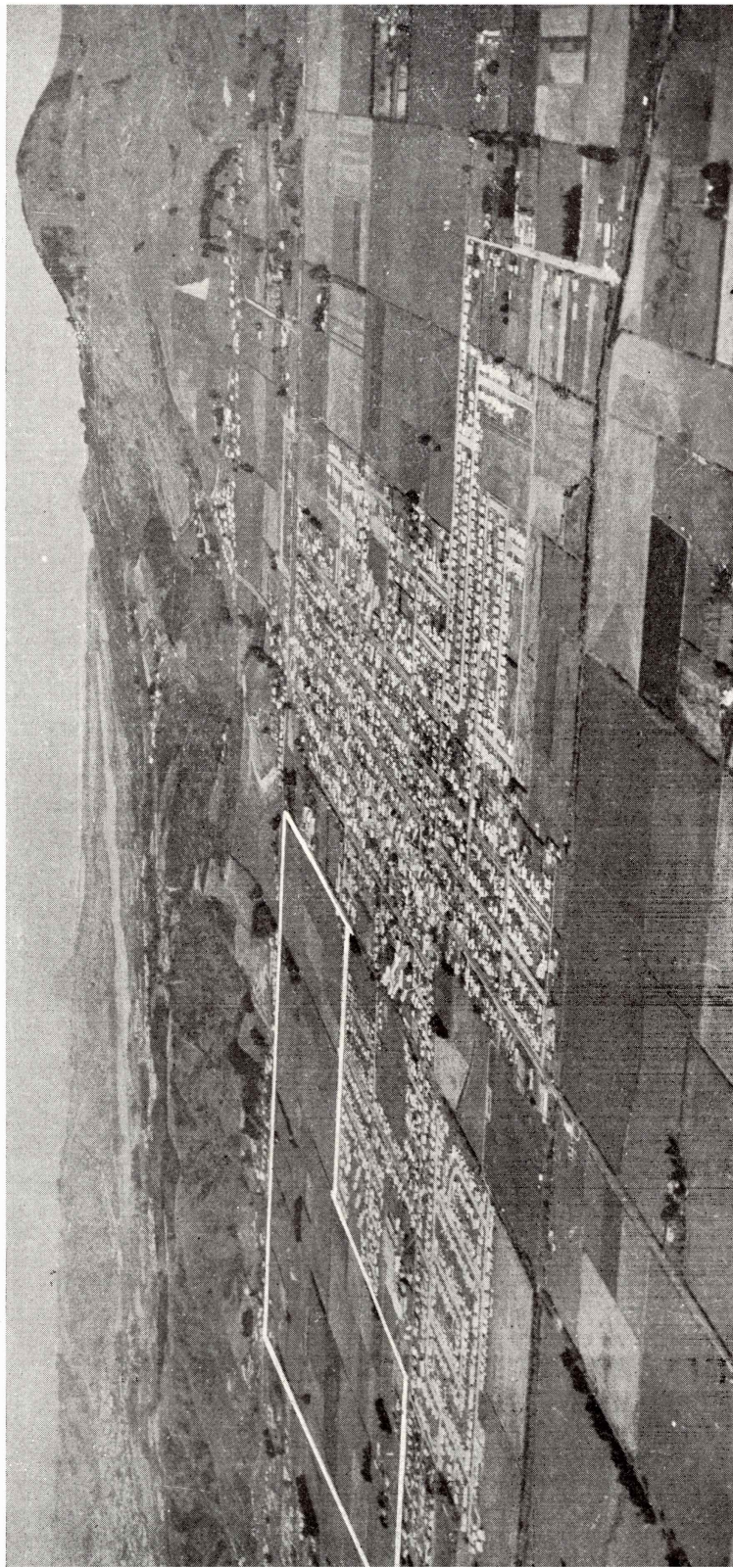
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Sponsored by: The Mosgiel Borough Council.

Expanding Mosgiel

PROGRESS

Mosgiel, nine miles south-west from Dunedin, is a progressive town with a prosperous future. Population is growing rapidly—doubling in five years. There is ample flat land, and plenty of electric power. Mosgiel thus offers everything necessary for industry—workers, land and power.

FORESIGHT

Mosgiel is governed by a local authority with vision. Community leaders are planning well ahead, with provision of 500 acres for eventual industrial use close to main trunk rail. Marshalling yards are to be considerably extended.

DISTRIBUTION

Transport of goods to markets is an important factor. A new motorway, linking Mosgiel with the centre of Dunedin, is under construction.

Mosgiel is the nearest town to the new Dunedin airport, at Momona. Air freight is an effective and quick means of distribution, particularly for compact or perishable goods.

Dunedin wharves are directly linked by rail, and are only 20 minutes away. Rail and sea transport is important when considering distribution of heavy or bulky goods.

COSTS AND MANPOWER

Land near Mosgiel is much cheaper than it is near any other industrial centre in New Zealand. It is flat, and ideally suited to single-storey factories that have obvious advantages in building costs and speed of erection.

There is a good supply of labour in Mosgiel. As an indication of this available force, Railways Department figures show 12,000 passengers travelling to and from Dunedin in one working week.

ESTABLISHED INDUSTRIES

The Mosgiel Woollen Factory Co. Ltd., established in 1871, has an ideal site on which to continue expansion and modernisation. The factory has no trouble in keeping fully staffed.

Surrounded as it is by fertile land capable of growing a wide range of produce, Mosgiel is well suited to industries based on primary production. Some of these could well be food processing, canning or quick-frozen industries, processed milk and meat handling plants.

A large concrete company is sited in the district, and is able to supply ready-mixed concrete in mixer-transporters anywhere.

PLEASANT TO LIVE IN

Mosgiel has everything for pleasant living. Space, fresh air, and sunshine. Outdoor sports are well catered for, with plenty of well-sited grounds. There are more than 90 recreational clubs.

MADE IN OTAGO

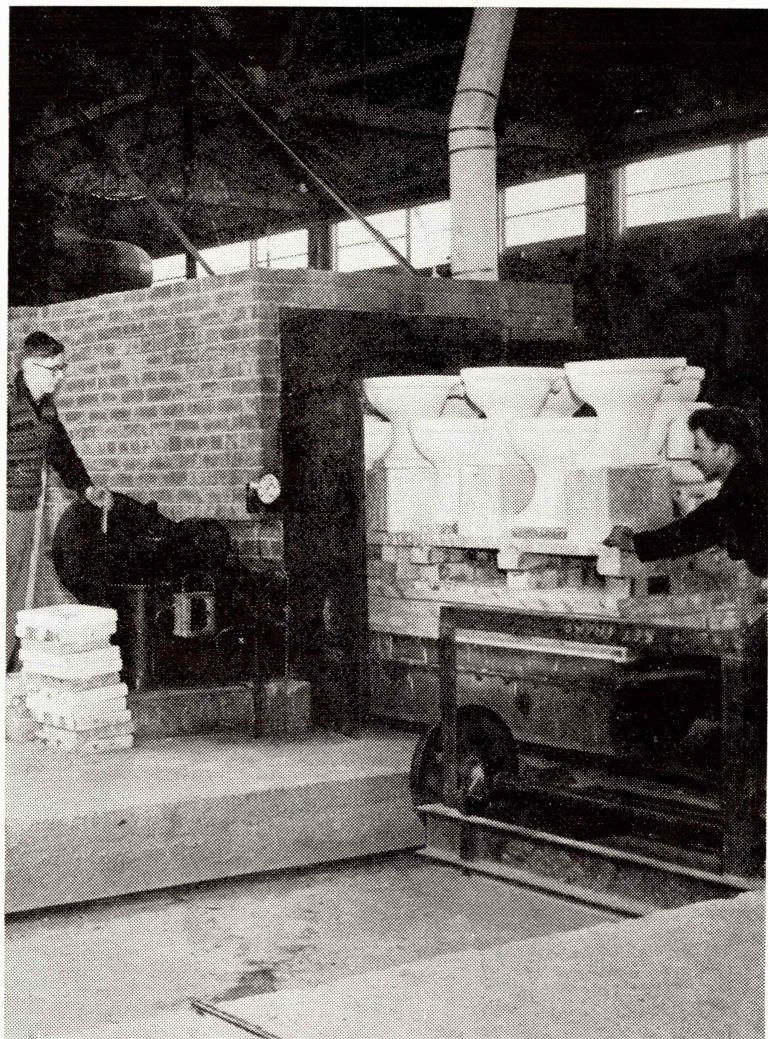
WHITE GLAZED SANITARY EARTHENWARE

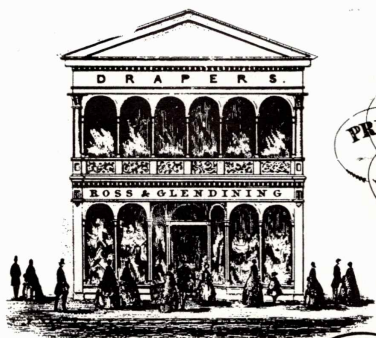
Clay roofing tiles; bricks, plain, coloured and textured; hollow blocks; salt glazed sewer pipes; reinforced concrete pipes; field pipes; refractories and fire bricks.

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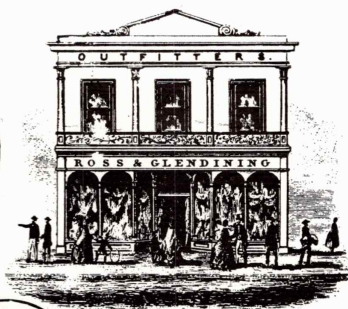
DUNEDIN.

P.O. Box 923.





PRINCES STREET
and
MANSE STREET



DUNEDIN

(Illustration of original
Ross and Glendining
Ltd. Stores, Dunedin).

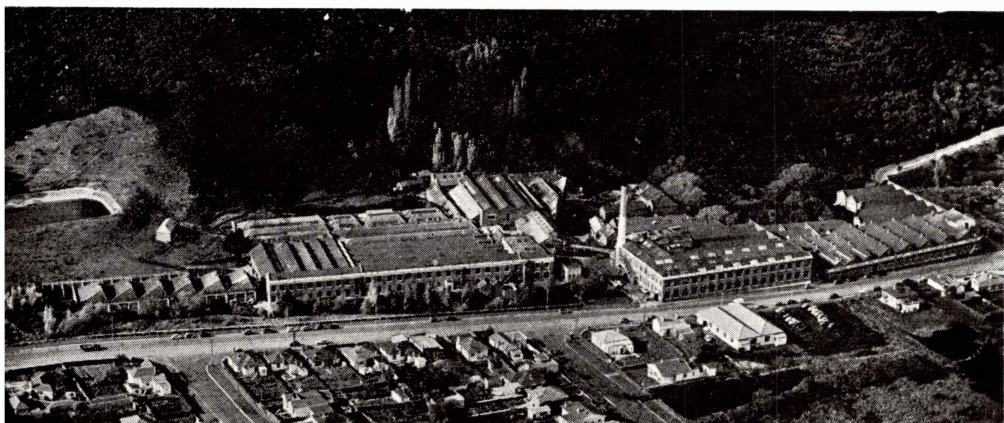
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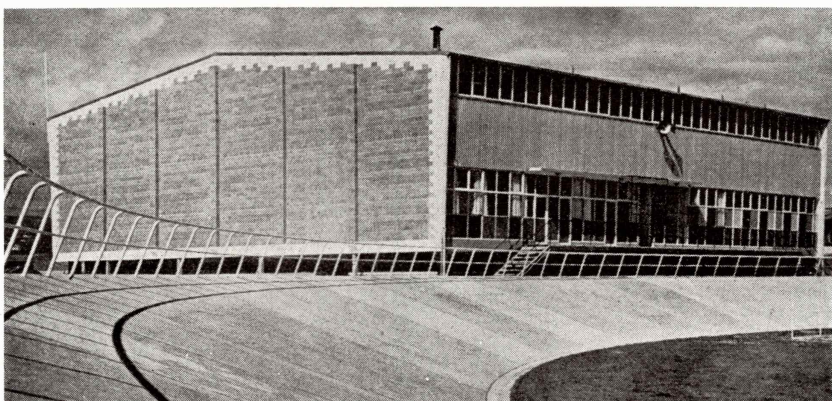




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As this New Zealand-owned and operated company enters its second century, it extends its service to the people of New Zealand through a chain of 24 Branches, 65 Sub-branches, 41 Garages and Tractor Sales Depots, 20 Department Stores and Home Appliance Centres, a total of 150 retail units. The Company also maintains 31 Resident Agents in other important provincial centres.

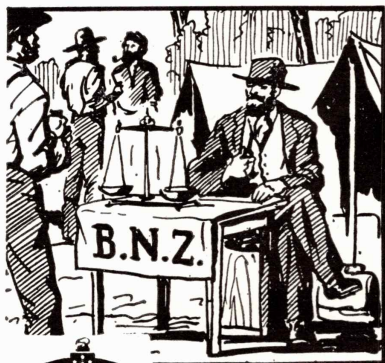


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Palmerston	1869
Cromwell	1872
Dunedin North	1874
Tapanui	1874
Mosgiel	1875
Milton	1890
Ranfurly	1923
Omaka	1930
Stuart Street	1954

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Wool is Paramount

Manufacturing industries that have the best opportunity of long-term success in this country are those based on our own raw materials. For Otago, wool is big business, and earns for the province more than £10 million a year.

Dunedin is a major wool selling centre in New Zealand. An indication of the importance of wool to the city is a large, new wool store, with a floor space of $4\frac{1}{2}$ acres — the largest in the country.

With an average price of 40.89d per lb last season, Otago records the highest provincial average price for New Zealand. The topography of the country enables a full range of wool to be offered at the sales—from fine merino to coarse carpet wools. And prices in Dunedin are consistently better than the average for the rest of the country.

The following table sets out what wool means in wealth to Otago:

	1954	1959	1961	1962
Bales of Wool	123,500	162,572	170,504	180,290
Total Sheep	4,429,441	5,654,000	5,837,098	6,050,000 (est.)
Value	£9,250,000	£8,500,000	£9,700,000	£10,131,540 (est.)

It can be seen the value for production from Otago flocks has been more than maintained. The Agriculture Department estimates that sheep population in the province will exceed seven million by 1970, and be nearly nine million by 1980.

Four large mills—in Oamaru, Dunedin, Mosgiel and Milton—carry wool production to the stage of finished cloth and garments. High standards and specialisation has enabled these mills to match overseas production in variety and finish.

Otago-made knitting wools and knitted goods are well known throughout New Zealand, and are truly competitive in price, colour and style.

Beef Cattle

Total number of beef cattle in Otago, as at June 30, 1953, was 69,000, and at the same date in 1959 had risen to 105,000—an increase of over 52 per cent.

More recent comparisons are complicated by a change in the cattle census date from June 30 to January 31. But at January 31, 1961, the figure for Otago's beef cattle is given as 117,000.

Excessive tussock burning is rapidly being replaced by cattle stocking. There is every indication, particularly with greater emphasis on more diversified production, that this increase will continue.

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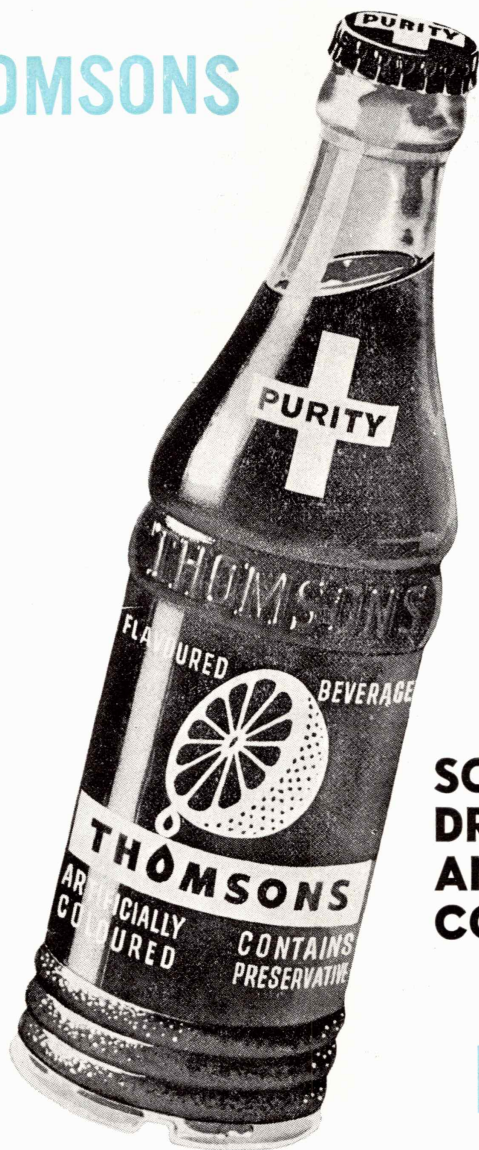
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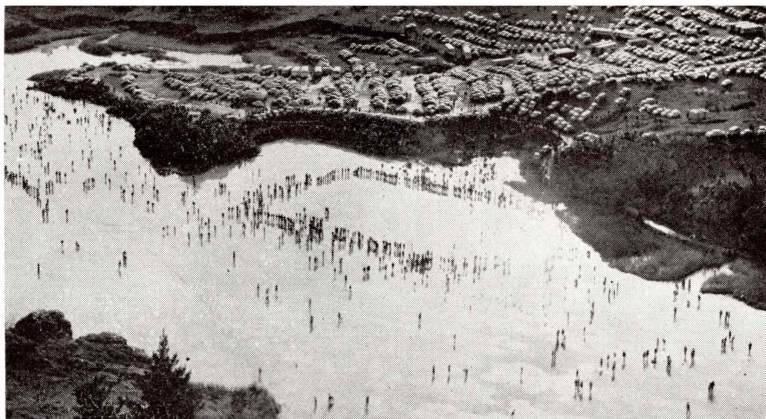
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A few miles from Alexandra, Manorburn Dam brings thrills, spills and pleasure to many thousands of skaters and sightseers every year—several large dams in Otago are similarly used every year.

Ski-ing and Skating

For the ski-ing and skating enthusiast, Otago has everything. Coronet Peak, nine miles from Queenstown, is one of the most popular ski-ing grounds in New Zealand.

Its perfect weather, powder snow and close proximity to Queenstown, on the shores of beautiful Lake Wakatipu, call thousands of skiers to the glorious open slopes each season, from June until late September.

There are five modern ski tows, a snow-making machine, chalet and other amenities. Professional ski instructors are on hand. There is ample accommodation at Queenstown.

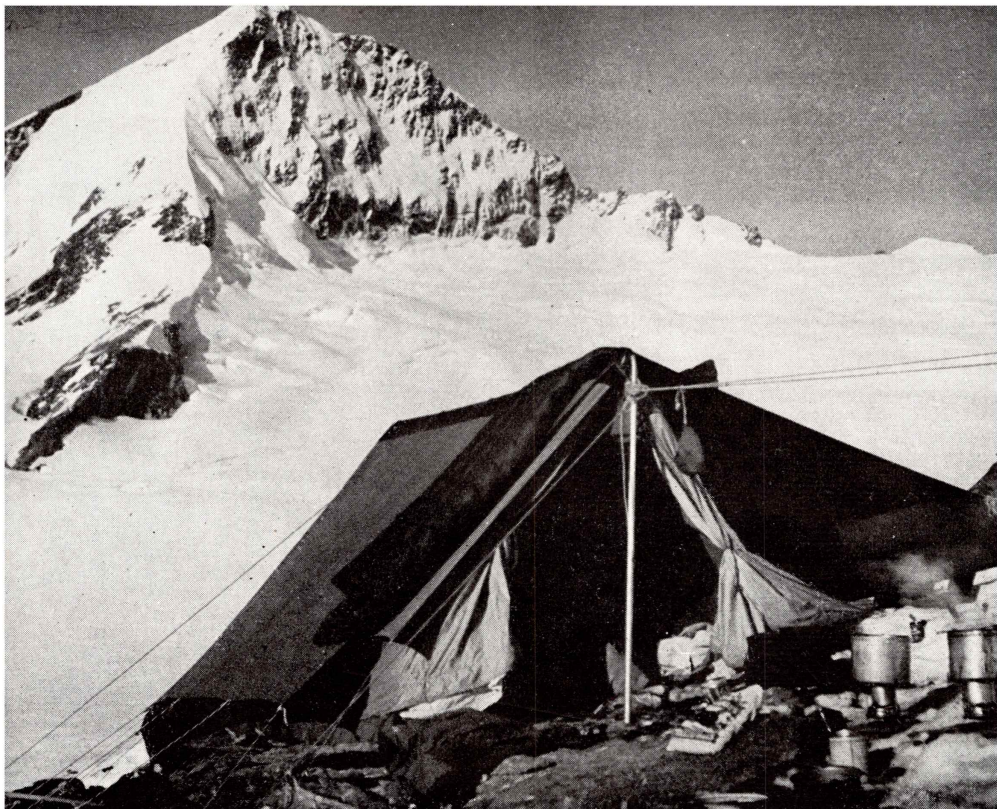
Lake Ohau ski grounds are gaining popularity as amenities improve. Other ski-ing grounds in Otago are at Rock and Pillar, 50 miles from Dunedin, and Awakino, about 40 miles from Oamaru.

With hard winter frosts, there is excellent ice at a variety of large dams, small lakes, and open-air rinks. Skaters and curlers can obtain good accommodation at popular ice-skating centres, such as Alexandra, Cromwell and Arrowtown.

Best months for skating and curling are usually June, July and early August.

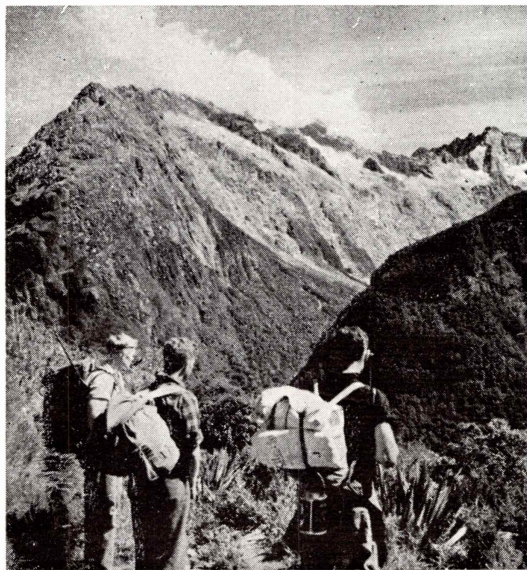
Ski-ing—View of learners' slopes and Chalet—Coronet Peak near Queenstown.





Above: A camp on the slopes of Mt. Aspiring—10,000 feet—one of the Alpine climbers' great ambitions—the Southern Alps in this part of New Zealand present a virtual paradise to climbers from all over the world.

Right: View of Mt. Christina (8,200ft.) seen from the Hollyford to Routeburn Track.

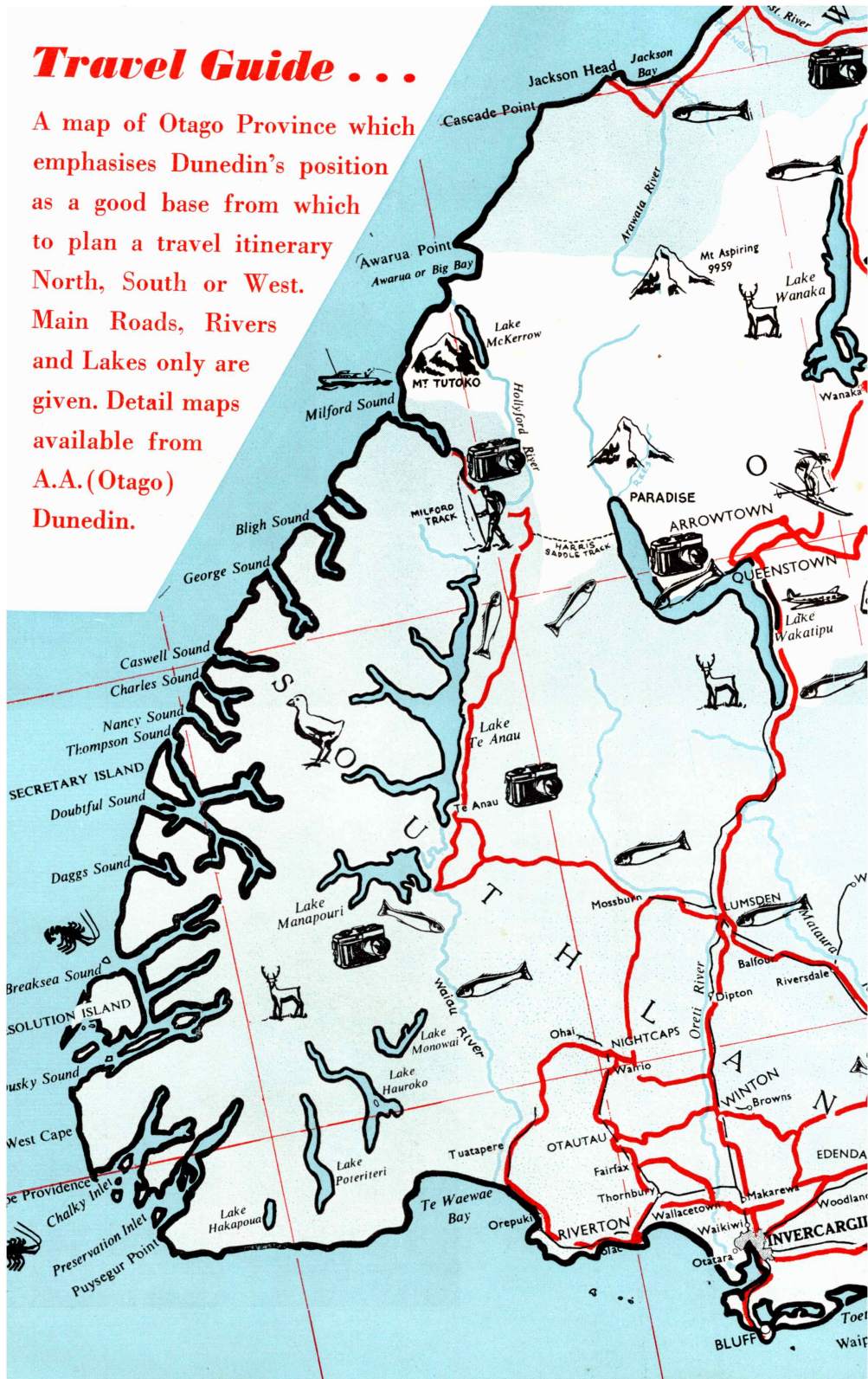


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Travel Guide . . .

A map of Otago Province which emphasises Dunedin's position as a good base from which to plan a travel itinerary North, South or West.

Main Roads, Rivers and Lakes only are given. Detail maps available from A.A.(Otago) Dunedin.





TRAVEL GUIDE OF OTAGO

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Angler's Paradise

With shooting, in this part of New Zealand, goes fishing. And Otago, with its rivers and lakes, is an angler's paradise.

Within an hour's run from Dunedin, there is fishing, using fly or spinner, in the Taieri River, Clutha River, or Lake Mahinerangi.

Two hours away are the Pomahaka, Waipahi, mid-Clutha, Upper Taieri, or the Mataura River, near Gore. Without peer among New Zealand rivers is the Mataura, which flows through beautiful farm lands. Visitors have described it as one of the greatest brown trout streams in the world.

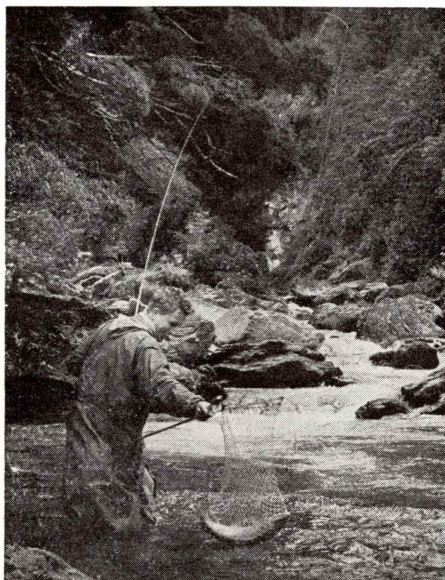
Further on are the Upper Mataura, Waikaia, Oreti, Upper Pomahaka, Manuherikia and Ahuriri Rivers. All are streams rich in brown trout of about 3lb average, with frequently fish 5lb or more. In the Ahuriri, rainbow flourish with brown trout.

For fishing thrills of a lifetime there are the magnificent Southern Lakes, with many snow-fed rivers, holding both brown and rainbow trout of a size to satisfy the most critical.

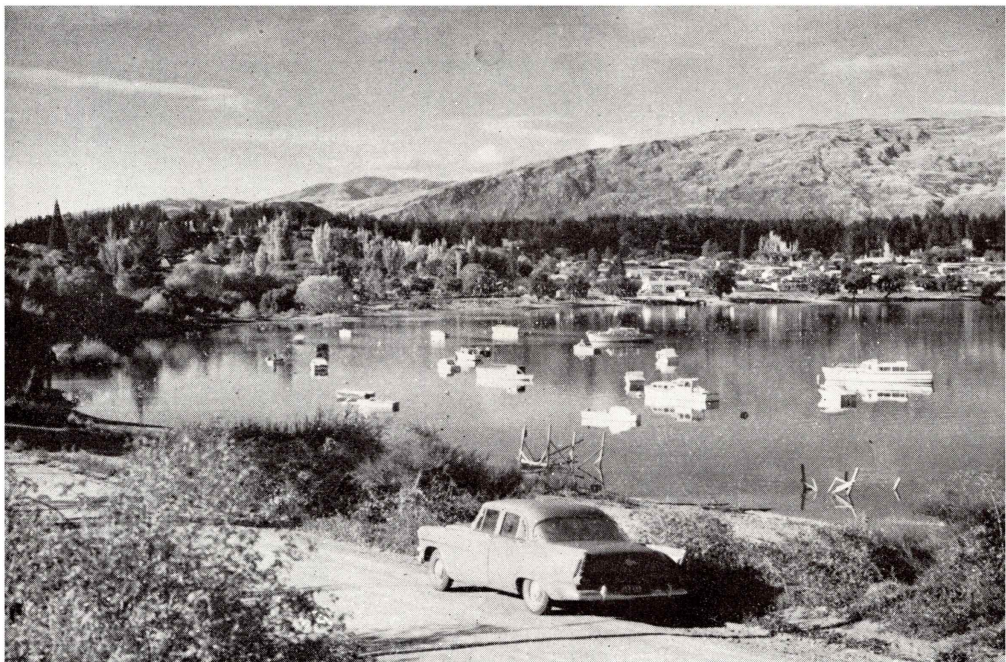
Sizable fish of either variety, from 4lb to 6lb, are common, with frequently the handsome 7- or 8-pounder. They rise freely to the fly throughout the season.

Beautiful Lakes Hawea, Wanaka, Wakatipu, Te Anau and Manapouri are world renowned for fly or spinner. And rivers such as the Hunter, Makarora, Matukituki, Rees, Eglington, Mararoa, Waiau and many others provide sport without peer and never - to - be - forgotten thrills.

Anglers come from all over the world to fish these sparkling waters, and return again and again. Otago is surely a paradise for the angler, and richly rewards sportsmen who demand the best.



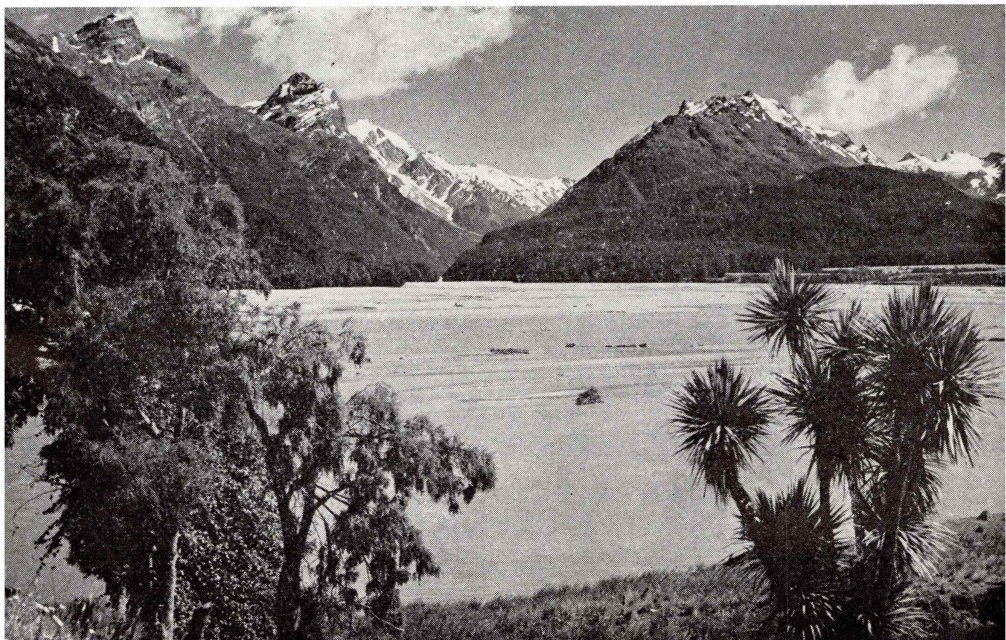
Brown Trout are plentiful in all down-country rivers within easy motor run from Dunedin. Both Brown and Rainbow are plentiful in the Southern Lakes and Mountain Rivers.



Wanaka Township and Lake Wanaka—immensely popular holiday resort
on the main route to the Haast Pass and South Westland.

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View looking up the famous Dart Valley reached from Queenstown and the
head of Lake Wakatipu.



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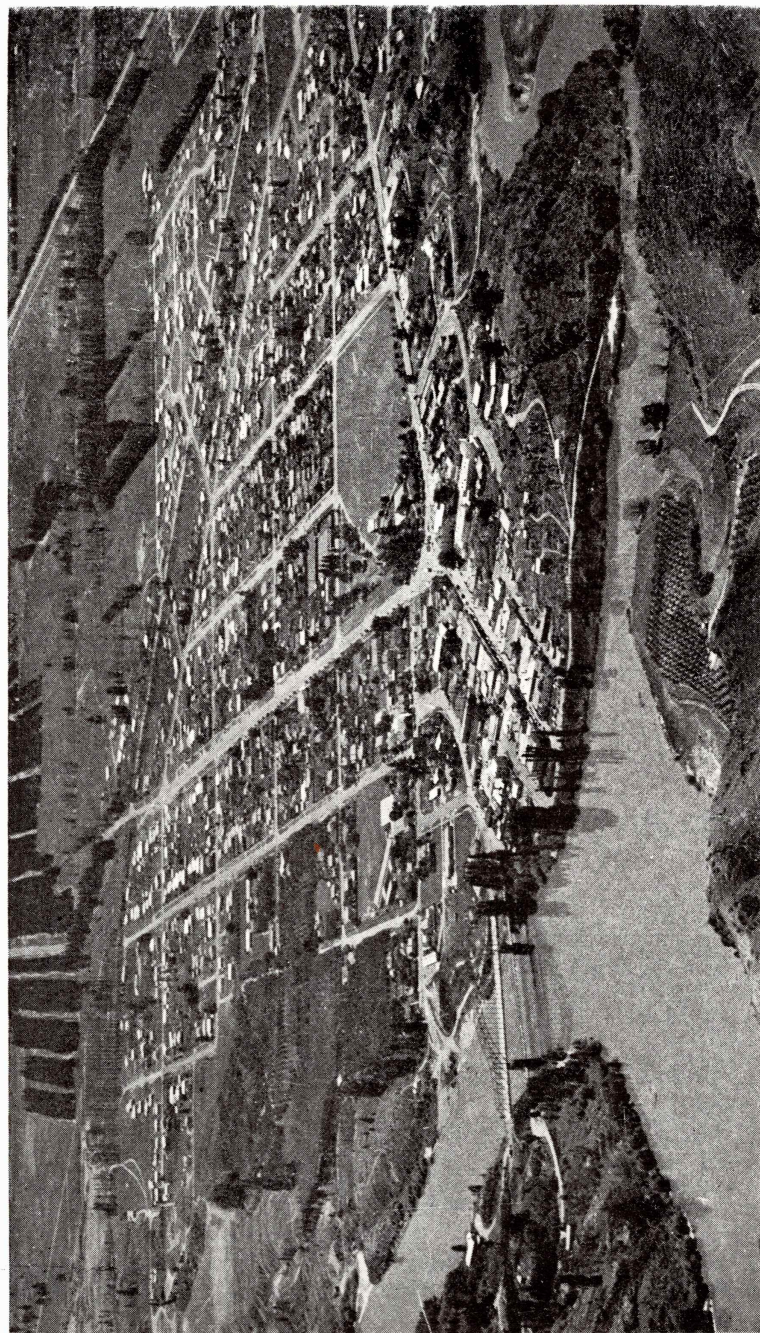
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Flourishing Alexandra, principal town of Ottago Central at the head of Lake Roxburgh—a mecca for thousands of tourists and holiday makers.

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Alexandra – “A Place In the Sun”

For thousands, Alexandra, in the heart of Central Otago, is a place in the sun. A rainfall of only 12 to 14 inches a year makes its climate ideal for holiday-makers, winter and summer, spring and autumn.

Alexandra is the hub of a rich fruit-growing and pastoral district. Sited on the banks of the Clutha River, the town was an important centre of the early goldfields. It is therefore rich in history.

Discovery of gold in 1862 gave it its first boom. Some rich deposits were discovered in the countryside around. The richest of these was up the Clutha River, closer to Cromwell, made by Hartley and Reilly. Next richest was at Frenchman's Point, quite near the town.

When the surface lead here was worked out, the first spoon dredge to be worked on the Clutha River was built, and it operated opposite the point. Later, a dredge driven by a current wheel was constructed, and worked for many years near Alexandra.

When this lucrative industry began to decline, a drive was made to develop irrigation, which had been successful in a small way on the Dunstan and Earnscleugh Flats.

Alexandra, too, has been transformed from a barren, treeless spot into a green oasis of trees and gardens. Visitors throng to Alexandra in spring-time for the Blossom Festival, and the golden tints of autumn attract just as many.

There is a spacious 10-acre reserve in the centre of the business and residential area, which has gardens, sports facilities, cricket ground and children's playground.

A large new swimming pool is scheduled to be ready for this summer—a project made possible from Blossom Festival proceeds.

There is a modern Community Centre in the town, with up-to-date picture theatre, large dance and indoor sports hall, and other amenities.

There is a good golf course about a mile from the town, and greens for bowls and croquet.

Alexandra is popular as a winter sports centre. The Lower Manorburn Dam, three miles away, has excellent ice during winter. The dam is about two miles long, with two of its basins approximately half a mile wide.

The Winter Sports Club has developed excellent facilities. Thousands of skaters and curlers come each year from all over New Zealand and overseas, National skating events are held here. Ski-ing grounds, too, are within easy distance.

Accommodation is good, with three hotels, modern motels, boarding houses, and a well-equipped motor camp.

One word of advice—booking for any accommodation should be made well in advance. Alexandra is served by good highways, a regular rail-car service and air service, with an airfield a few miles from the town.

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Develop the Land

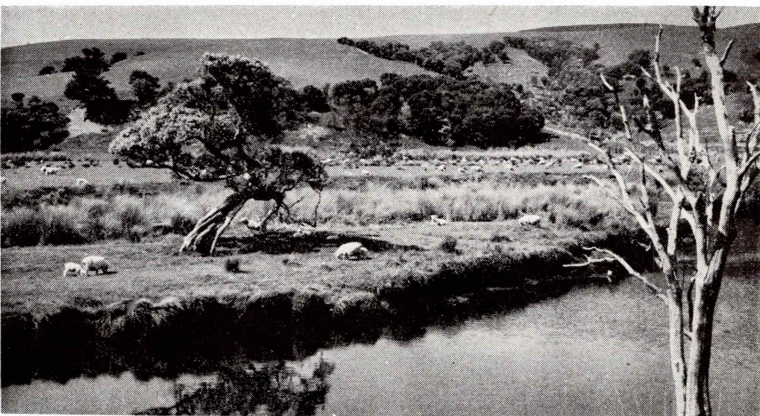
Otago's brightest future lies in vigorous land development and the increased production that must inevitably follow. There is a vast area awaiting development, and already results with modern methods are impressive.

With the almost complete extermination of rabbits, the widespread use of aerial sowing and topdressing, and the application of improved farming techniques, production figures have soared.

And the surface has "only been scratched," as it were. There are millions of acres of hill country in the province that could, with a realistic and well-planned programme of land development, be transformed into rich, fertile farmlands. This will eventually be achieved because of the foresight and faith in the future that exist throughout the province.

Irrigation is playing an important part in orchard districts, and in many of the inland agricultural areas. There are many irrigation schemes in operation, as well as a number of private schemes. Bringing water to the land has had spectacular results in some parts of Central Otago. It is an integral part of a thriving fruit-growing industry. Irrigation too has proved of very real value in the development and maintenance of lush pastures in many districts.

The Government backs major irrigation developments. Much has been achieved in this direction, and water will be largely responsible for a great deal more development. The Waitaki River basin is one such area where irrigation has and will play an important part in developing the land.



Prosperous farm in the Owaka District.

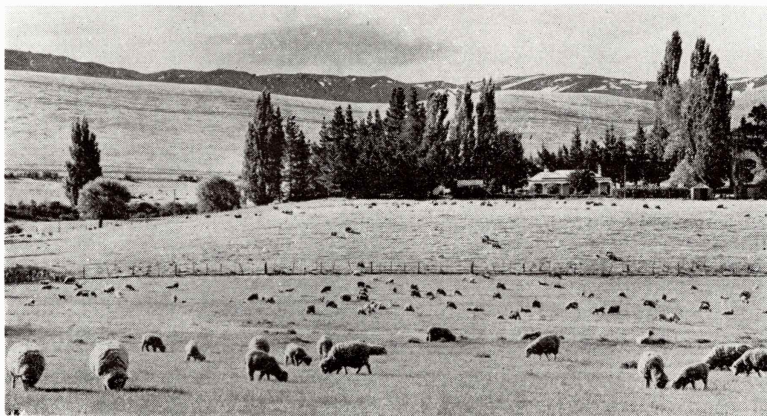
A possible large-scale irrigation scheme, on which a considerable amount of investigation work has been done, is that covering the Maniototo Plain.

Nearer the coast, many farmers have succeeded in successfully developing marginal land. This type of land, hilly and scrub covered, was long regarded merely as a barrier to farm expansion. But with some Government help, some remarkable results have been achieved. As there are thousands of acres of this type of land, there is a great potential for development and greatly increased production.

Otago's £20 million sheep industry has been built up over the years by hard work and by vigorous adoption of new methods of land improvement. The use of aircraft, trace elements in fertilisers, modern implements and machinery specially designed for this type of country, and the constant war on the rabbit have brought a complete change to the face of the countryside.

The potential of the natural tussock lands is enormous. Much of this country lies within an hour's drive from Dunedin, and by good management its carrying capacity can be converted from three or four acres to one sheep, to three or four ewes to the acre.

Government land development has also achieved outstanding results. For instance in the Black Rock farm area, 20 miles north west of Outram, an area of 16,045 acres, carrying capacity when acquired in 1960-61 was 5,400 sheep and cattle.



A typical up-country farm scene.

Already these figures have risen to 6,160 sheep and 340 cattle. Eventually, this area will be divided into eight units each estimated to carry 1,175 ewes, plus hoggets, and 75 breeding cows; with a potential to 1,300 ewes and 100 breeding cows. In other words, capacity will double.

Take another area: Hindon farm settlement, on the Deep Stream Road, 15 miles north of Outram. This block of 12,572 acres had a carrying capacity when acquired in 1961 of 6,764 sheep and 234 cattle.

Eventually, it is planned to establish nine farm units. Each of these, it is estimated, will carry 1,150 ewes, plus hoggets, and 30 cows, with a potential of 1,250 ewes and replacements, and 35 run cows.

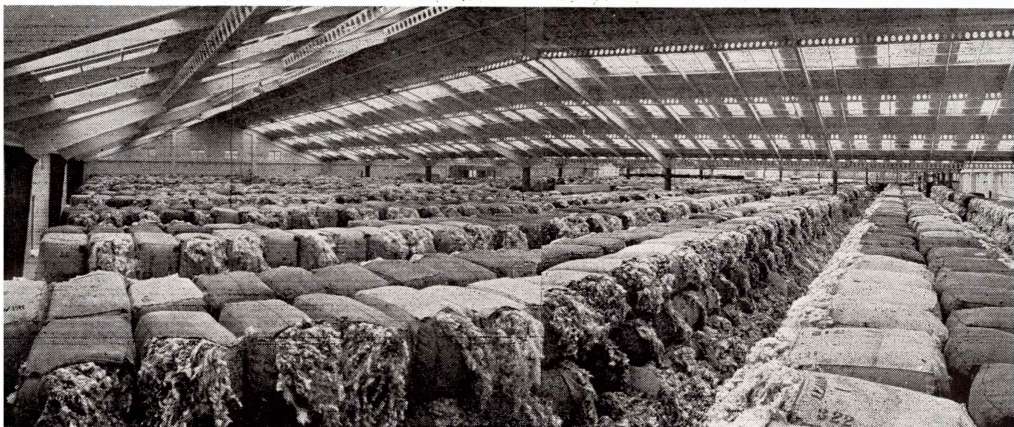
Some of Otago's best land is in West Otago where farming is of a particularly high standard. It is an area where the techniques of the rich valley lands based on Tapanui, Kelso, Heriot and Edievale have been applied successfully to the surrounding low hill country of Moa Flat, Wilden, Dunrobin, Greenvale, Merino Downs, Waikoikoi, down to Conical Hills.

For years development has continued steadily. On the higher levels, thousands of acres have been converted to lush green pastures, and production is improving all the time.

West Otago carries many thousands of Romney sheep, the home of many stud Romney flocks in the South Island.

The increased production achieved through land development is perhaps best illustrated in the rise in meat killings for export.

These have increased steadily over the years, and at the three works, South Otago, Burnside and Pukeuri, during 1962 totalled 2,968,000 sheep and lambs killed.



Inside one of Otago's Wool Stores.

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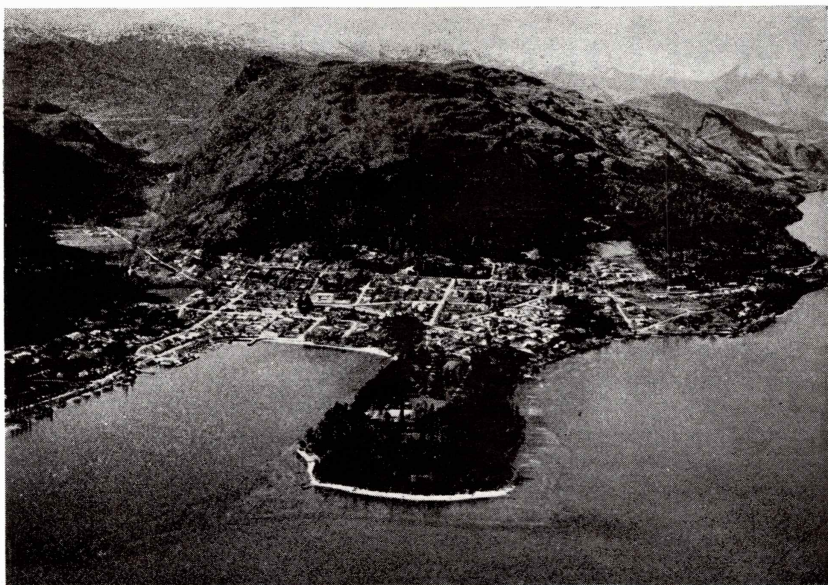
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Queenstown from the air—Queen of the Southern Lakes District and No. 1 tourist attraction in the South Island. Nearly 200,000 people visit Queenstown every year.

QUEENSTOWN

In its superb setting of mountain and lake, Queenstown continues to delight thousands of tourists and visitors from all parts of the world. Queenstown, nestling by the shores of Lake Wakatipu, is popular all the year round.

In winter, the season of snow and frost, conditions are ideal for skating and ski-ing. Coronet Peak is a famous ski ground, and there is ice-skating at rinks handily placed.


Blue skies, a vast blue lake, mountain peaks and plenty of sunshine make Queenstown ideal for a summer holiday. There are power boats, water ski-ing and scenic flights.

There is a fine motor camp, and a variety of accommodation in the town from first class hotels to motels and flats. Queenstown is a tourist paradise — there is a lake steamer on which a return ticket can be bought for Paradise, at the head of the lake.

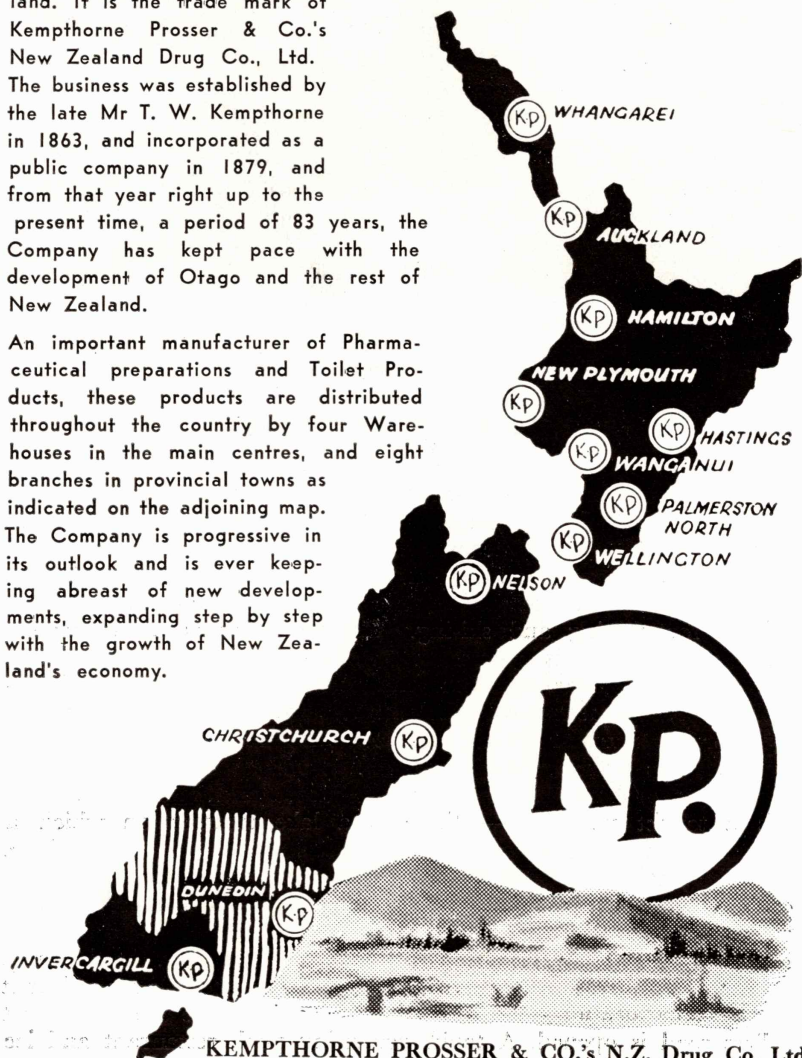
The fascinating drive over the hair-raising road to Skippers — a “ghost town” of the gold mining days—is a must for any Queenstown visitor.

Queenstown is celebrating its centennial this year. At the same time it looks forward to the future with confidence—a new Tourist Hotel Corporation hotel will be ready by the time the new Haast Pass road is opened. A tepid swimming pool, restaurant and ice skating rink project is also being investigated.

Developing with Otago for 83 years

The Symbol  is familiar to most people in Otago and indeed throughout New Zealand. It is the trade mark of Kempthorne Prosser & Co.'s New Zealand Drug Co., Ltd. The business was established by the late Mr T. W. Kempthorne in 1863, and incorporated as a public company in 1879, and from that year right up to the present time, a period of 83 years, the Company has kept pace with the development of Otago and the rest of New Zealand.

An important manufacturer of Pharmaceutical preparations and Toilet Products, these products are distributed throughout the country by four Warehouses in the main centres, and eight branches in provincial towns as indicated on the adjoining map. The Company is progressive in its outlook and is ever keeping abreast of new developments, expanding step by step with the growth of New Zealand's economy.



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Scenic and Tourist Attractions

Scenic beauty unsurpassed anywhere in the world is accessible to the visitor to Dunedin and Otago—majestic mountain ranges, blue lakes, plunging waterfalls, natural forest, mountain streams and great turbulent rivers—there are all these and more.

For the photographer—amateur or professional—there is a paradise of unforgettable beauty waiting to be recorded on film. Tourists from all over the world count films and pictures from New Zealand's Southern Lakes and Fiordland as among their most prized possessions.

Central Otago has an ideal climate. Here, glaciated valleys, snow-clad peaks and clear, blue lakes form a focal point for boating, tramping, sunbathing and water-ski-ing in summer, and for skating, ski-ing and curling in winter.

Queenstown, on Lake Wakatipu, is a gem in a beautiful setting of lake and mountain. And there are Lakes Wanaka, Hawea, Manapouri and Te Anau—all with distinctive beauty.

To the south-west lies the magnificent Fiordland National Park. Over 3 million acres of lake, fiord, forest, island and mountain peak remain in their rugged primeval state.

Visitors can walk forest tracks, fish in mountain stream or lake, stalk deer, or simply enjoy the magnificence of this place. There is, too, the majestic appeal of Milford and Doubtful Sounds. It is unspoiled country.

With the opening of the Haast Pass road to South Westland, a new vista has been opened. The West Coast is largely undeveloped, and in places is almost tropical in appearance, with lush native forest and fern. Eventually, a round-trip will be possible from the north, and tourist traffic will boom.

It is unforgettable country—a land of crystal-clear air, blue sky and towering clouds and peaks in summer; snow-clad mountains and fantastic hoar frosts in winter. There are grotesque wind-chiselled rocks and golden tussock grasses, alpine flowers, native bush and friendly native birds.

Just one word of advice to “shutter bugs”: bring plenty of film.

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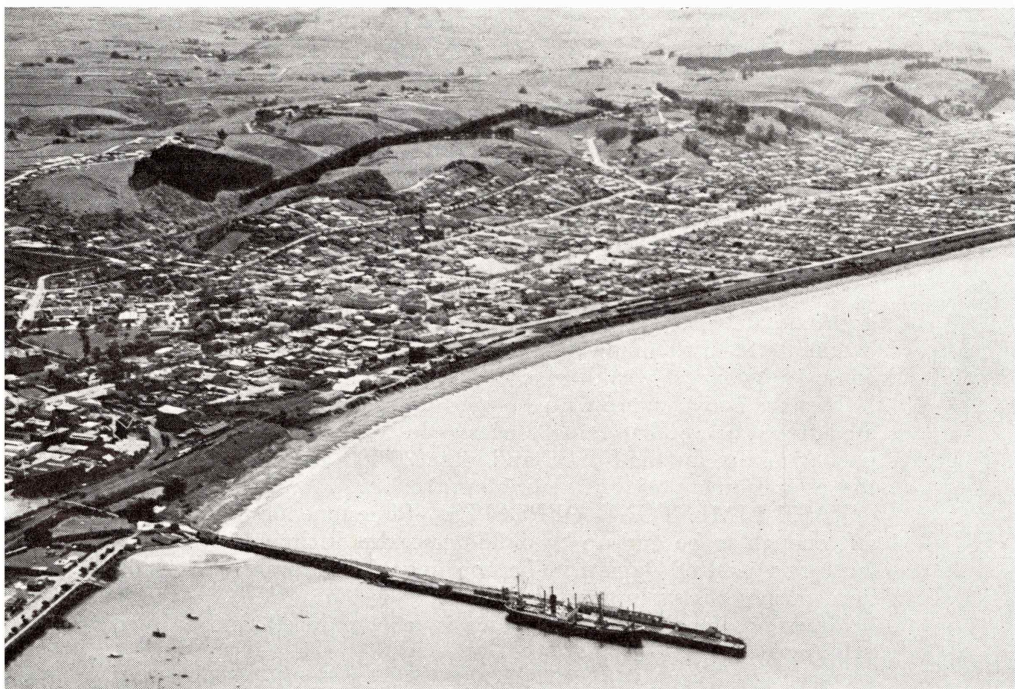
Christchurch, Timaru, Oamaru, Dunedin, Gore.



Oamaru—view showing the commercial area and part of the South Hill—some of the richest farm lands in the province lie at the door of this progressive town.

Sponsored by The Oamaru Borough Council.

Oamaru—another view showing the tremendous growth of the town towards the North. There is room here for almost limitless expansion.



OAMARU and NORTH OTAGO

Oamaru, with a population of 12,500 within the borough, is one of New Zealand's most attractive towns. It has a good climate that is warmer and drier than most regions of similar latitude.

Growth during the last 10 years has been marked. With a port well served by all coastal services, an all-weather airport within 12 miles, ample water supply, and electric power and gas services, it is well situated for industry, commerce and for residence.

Oamaru is the centre for North Otago, which includes the famous Waitaki Valley. In the upper valley is the site of the huge Benmore hydro-electric project at present under construction.

Oamaru and other North Otago interests have combined in pioneering rural community water schemes unique in New Zealand.

For instance, a scheme known as the "Wise-Scott" restrictor system provides these advantages: "Full use and no waste of water; a guaranteed 400 gallons per day, or more, into tanks at each point of intake on the farm; economic water main reticulation, using the smallest pipes, but running 24 hours per day; adequate reservoir designed for each separate system, kept automatically filled by electric pumping; all consumers use water at low pressure, except at hydrants for fire fighting at community centres."

Approved schemes are subsidised by central Government through the local authority. Increased primary production, amounting to around 20 per cent for the whole area serviced, has been obtained at a cost of from 25s to 45s an acre, depending on the topography of areas served.

Oamaru is the centre of a number of soundly-based industries. Well known are engineering, woollen mills, confectionery, and other manufactures.

MARKET GARDENS, GRAPES, TOMATOES.—North Otago is famous for the produce of its market gardens and glasshouses which is distributed throughout the South Island, as well as Wellington. A hundred commercial producers cultivate approximately 3,000 acres of rich, tarry soils in the Totara area, extending from the main highway to the sea-coast. This represents conservatively real wealth of nearly £300,000.

There is active interest in the possibility of introducing accelerated freeze dry and freezing processes to the area. Processing and packaging are for the future, and some 20,000 acres of land await the establishment of such an enterprise.

VAST LIMESTONE DEPOSITS.—Limestone of high purity, soft enough to be dug up by bulldozers exists in immense deposits south and west of Oamaru. The crushing of this stone for agricultural purposes is an important industry.

Limestone for building purposes is also quarried and is used extensively.

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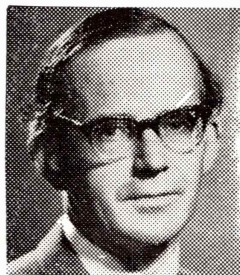
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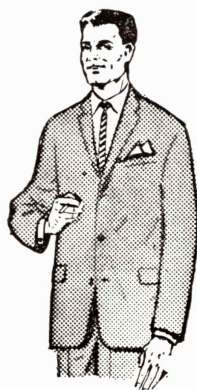
H.B. have the Style you Want. Natural shoulder line two or three button styles.

H.B. Can Fit You . . . whether you are short, tall, normal build or stout . . . and 37 store buying power means that H.B. prices represent unbeatable value.

37 Stores throughout N.Z. — a store near you.



Hallensteins



Laundrine

A household name
for the past
94 years
now
contains
BRITEX
for snowy
whiteness
extra
brightness



A quality product of McLEOD BROS., LTD., Dunedin.

Fruitgrowing

Fruit from Central Otago is famous throughout New Zealand. Golden peaches, juicy apples, ripe, red cherries—delicious fruit of all kinds comes from orchards in sunny Central.

The thriving industry is of very real significance in the economy of the province. The orchard areas extend from the Taieri Plains to Cromwell—a road distance of about 150 miles.

Some 350 orchardists and their families are engaged in the fruitgrowing industry, and with their employees and those engaged in servicing and allied trades, some 4,000 to 5,000 people are dependent on the industry for their livelihood.

Hot, dry summers, suitable soils and irrigation are ideal for stone fruit. One of the most successful fruits is apricots, and a quarter of a million bushels are produced annually.

Much fruit is processed in modern factories—in Dunedin and in Central Otago.

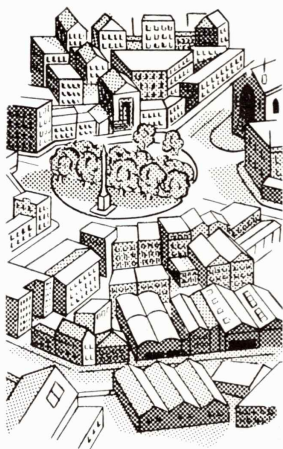
A considerable amount of fruit is sent to northern markets by specially-chartered air freighters. Cherries, nectarines, plums and peaches are all produced in Central, and a large strawberry-producing area is located at Ettrick.

Apple and pear production is centred mainly in the southern end of the district, and accounts for an annual production of up to 330,000 to 350,000 bushels. Increasing quantities of apples are being sent to overseas markets by the New Zealand Apple and Pear Marketing Board which has a large cool-store in Dunedin.



A typical Otago Central Orchard.

FRIENDLY BANKING SERVICE



As Dunedin has grown round its famous Octagon, the National Bank's association with the City and its surrounding province, established in 1873 when it absorbed the pioneer Bank of Otago, has become even closer.

Today, of course, the Bank serves the whole country. It has more than 160 Branches and Agencies throughout New Zealand — offering complete, friendly banking service for all customers, whether their accounts are large or small.

The National Bank

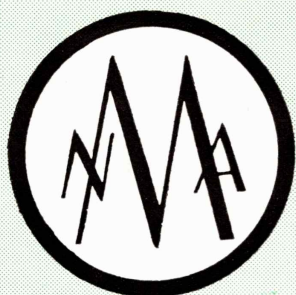
OF NEW ZEALAND LTD. — YOUR FRIENDLY BANK



PROVED RELIABILITY

Dunedin's Queen Mary Maternity Hospital (Open Wing) — one of the many major undertakings that have relied on the proved properties of Milburn Cement.





the largest wool-selling
house in the South Island
provides the most
extensive coverage
in Otago.



Stock



Land



Insurance



Merchandise



Grain



Seeds

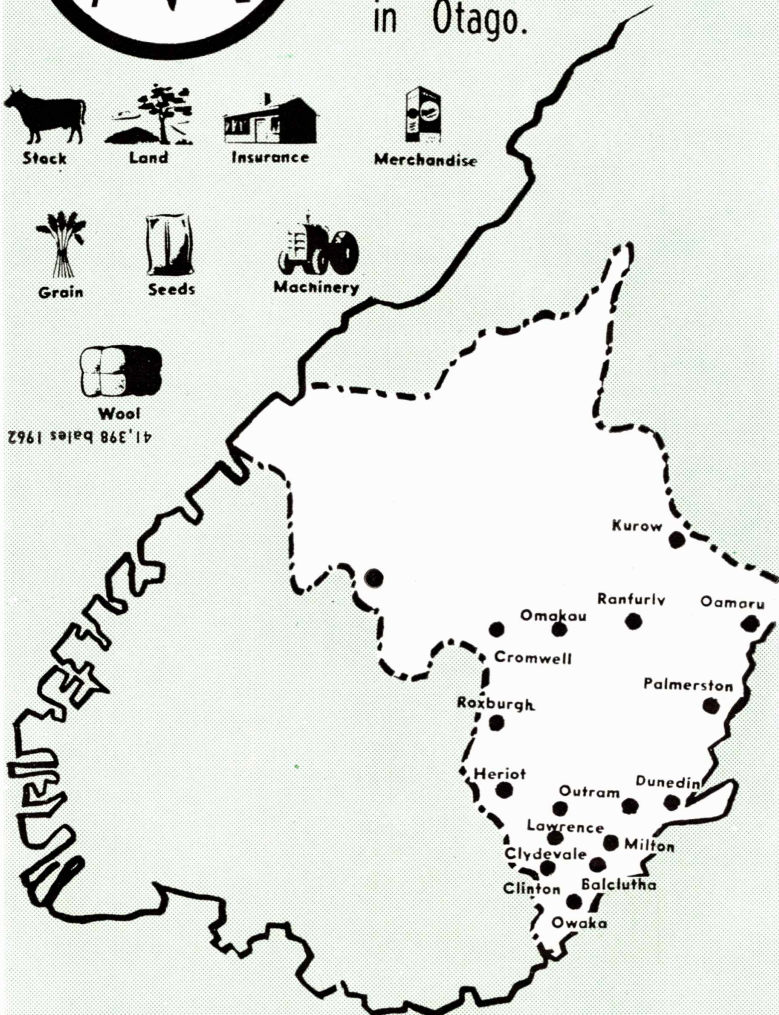


Machinery



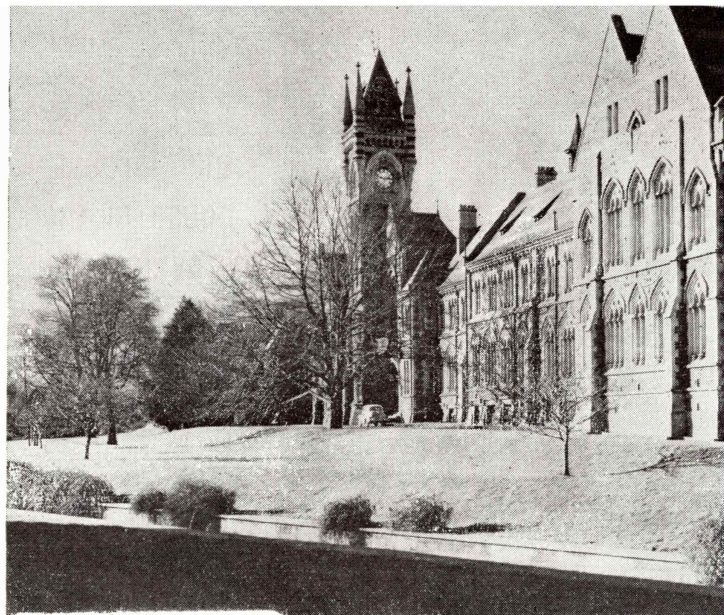
Wool

41,398 bales 1962



NATIONAL MORTGAGE & AGENCY CO. N.Z. LTD.

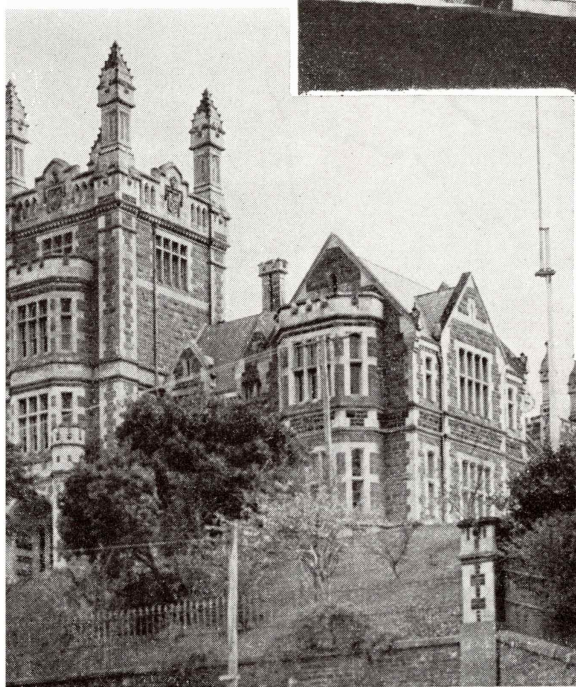
(Inc. in England.) 49 Water Street, Dunedin, N.Z. Phone 76-920.



Above: University of Otago.

Centre: Otago Boys' High School.

Below: Otago Dental School.



University of Otago

Throughout its life, the University of Otago has been an important part of Dunedin. Close and cordial relations have always existed between, "town and gown".

The university was founded by an Ordinance of the old Provincial Government, 21 years after the founding of the province.

It has grown to the size of many overseas universities and is larger than many in the United Kingdom.

Now, in 1962, there are 3,000 students in attendance, and 200 exempted students.

Atmosphere

The number of faculties and special national schools which go to make up the University give it a special academic "atmosphere". Otago has Faculties of Art, Science, Law and Commerce, like its sister universities in New Zealand, but in addition there is the national Medical School, the Dental School, a Faculty of Technology—incorporating the Otago School of Mines and a new School of Surveying—a School of Home Science, a Faculty of Divinity, and a School of Physical Education.

The Medical School is world-famous. About 100 graduates complete their intensive medical training each year. An extensive staff is engaged both in teaching and research.

Additional research is supported by the New Zealand Medical Research Council. The quality of research done at the School has recently been recognised by the Wellcome Trust, of London, which has donated £100,000 to erect a new research building.

The national Dental School, with its new building in Great King Street, ranks among the finest in the Commonwealth.

Home Science

Unique in New Zealand and Australia is the University of Otago School of Home Science. More scientific than schools of home economics in North America, and yet containing more practical subjects than the corresponding school in the University of London, it provides a well-balanced course comprising fundamental science, with classes in food and nutrition, clothing and textiles, design, home and institutional management and child development.

Technology

The Faculty of Technology, with its School of Mines, which has a great reputation for training New Zealand mining engineers who work throughout the countries of the Commonwealth, today continues its old traditions.

There is, however, a new emphasis on secondary metallurgy leading to the degrees of B.E. (Mineral Engineering) or B.E. (Metallurgical Engineering). In 1963, the Faculty of Technology will also include a School of Surveying, with a three-year course.

SINCE 1861...



... When the firm of Charles Begg and Co. Ltd. first commenced trading in humble premises in Dunedin, a struggling colony has grown into our self-governing nation. In similar fashion Begg's have developed. Today, a network of over 30 stores, covering every major centre throughout New Zealand, has made Begg's the largest organisation of its kind in the Commonwealth.

Agents for the world's leading Piano and Musical Instrument makers, Begg's also stock every available type of home appliance.

New Zealand's
Musical and
Electrical Centre.

BEGG'S

A cartoon illustration of a man's head in profile, facing left. He has a large, pointed nose, a wide smile showing his teeth, and a single hair curl on top. He is looking at a sandwich.

Laurenson's
MAKES A SUPER SANDWICH!
Laurenson's

Ask for THIN SLICED, HOME SLICED, THICK 'N THIN
and VIENNA SLICED at all LAURENSONS BREAD stockists.

HUIA

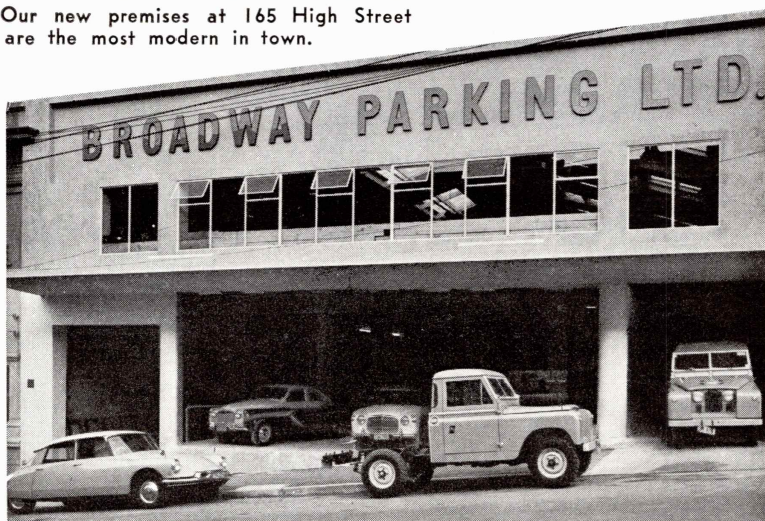
CHEESE AND CREAM

natural goodness

- PROCESS CHEESE** A mellow, mild flavoured cheese ideal for all cheese dishes, appetising on toast.
- BACON CHEESE** A delightful cheese with a subtle bacon flavour, wonderful in sandwiches.
- ONION CHEESE** Cheese with a tang of onion, perfect for party treats, adds zest to sandwiches.
- HUIA CREAM** Pure, thick cream. Contains no preservatives yet it keeps in perfect condition. It whips into a delicious fluffy texture too.
Wonderful with fruit or in coffee.

Co-operative Dairy Company of Otago Ltd., Dunedin & Oamaru

New development at Broadway Parking . . .
Our new premises at 165 High Street
are the most modern in town.



BROADWAY PARKING Ltd.

ROVER — LAND-ROVER — CITROEN
High Street (Opposite R. & G's.) DUNEDIN.

Statistical Information

ELECTRICITY CHARGES:

DOMESTIC SUPPLY

Rate 1—

- (a) For Controlled Supply—
28 units per month at 3d per unit. Balance at .8d per unit.
- (b) For Uncontrolled Supply—
£1 per month per kW of classified controllable load plus unit charge as for 1 (a).
- (c) Where a heat storage range is installed, the unit secondary rate to be 130 units per 100 watts of range capacity per two months of 7s 3d and thereafter .8d per unit for the balance of the power used.

GENERAL LIGHTING

Rate 2—

Applicable to all separately metered lighting.

- (a) Flat rate of 7d per unit.
- (b) 50 units per kVA of demand per month at 7d per unit—with minimum of $\frac{1}{2}$ kVA. Balance at 1.5d per unit.
- (c) Under-verandah lighting—dusk to dawn.
All units at 1.25d per unit.
- (d) Churches and Church Halls—25 units per kVA of demand per month at 7d per unit with minimum of $\frac{1}{2}$ kVA. Balance at 1.5d per unit.
This rate is available only on application in writing.

GENERAL POWER AND HEATING

Rate 3—

Applicable to consumers with an assessed demand which does not exceed 5 kVA.

- (a) For Controlled Supply—
80 units per month at 5.75d per unit.
Balance at 1.15d per unit.
- (b) For Uncontrolled Supply—
£1 per month per kW of classified controllable load, plus unit charge as for 3 (a).

Rate 4—

Applicable to consumers with an assessed demand of 5 kVA or over.
24 units per kVA per month at 5.75d per unit.

40 units per kVA per month at 1.5d per unit.

Balance at .85d per unit.

Approved loads subject to control when required are not connected through the maximum demand indicator. Application for control of such loads has to be made in writing.

Rate 5—

Night rate. All consumption between 10.30 p.m. and 6.30 a.m. at 0.66d per unit.

Minimum charge of 10s per month for night rate units.

Available on application in writing to consumers on Rates 3 and 4.

Rate 6—

Direct current for lifts. All units at 5.75d per unit.

CHURCH HEATING AND POWER

Rate 7—

Available from 6.30 p.m. to 6.30 a.m., Monday to Thursday and 6.30 p.m. Friday to 6.30 a.m. Monday.

At rate 3. This load is classified as subject to control for heating only.

BULK SUPPLY

Rate 8—

Where a consumer's annual consumption for all purposes through one point of supply is one half million units or more, Rate 4 may be applied to the whole of the consumption.

Rate 9—

Special rate for high load factor bulk rate consumers, £2 kVA per month.

Available only on application in writing.

GAS CHARGES:

Business Rate—

		per 1,000 cub. ft.
1 cub. ft. to 50,000	cub ft.	7/8 $\frac{1}{2}$
50,000	75,000	7/6
75,001	100,000	7/3 $\frac{1}{2}$
100,001	150,000	7/1
		per 1,000 cub. ft.
150,001	300,000	6/10 $\frac{1}{2}$

Over 300,000 cub. ft. at 6/10 $\frac{1}{2}$ per 1,000 cub. ft. for the first 300,000 cub. ft. and 6/4 $\frac{1}{2}$ per 1,000 cub. ft. for excess. Plus service charge.

Domestic Rate—

1 cub. ft. to 1,600 cub. ft. per month at 7/8 $\frac{1}{2}$ per 1,000 cub. ft. Excess at 6/0 $\frac{1}{2}$ per 1,000 cub. ft. Plus service charge.

Service charge—2/6 per meter per month.

WATER SUPPLY:

Since the city has drawn water naturally filtered from the Taieri River in 1956 it has an assured supply for almost unlimited expansion.

RATING:

Rating is on the Unimproved System.



Crittall

METAL WINDOWS (N.Z.) LTD.



Where you see the sign . . .



You see progress

Departments in all Branches of the Building Trade

THE LOVE CONSTRUCTION COMPANY

Halsey Street, Dunedin. Phone 77-253

Looking to the Future

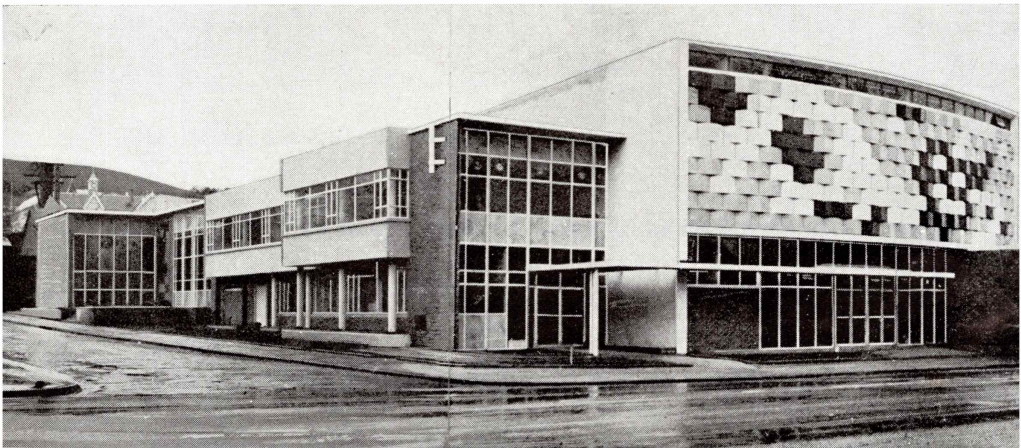
Although growth and development is proceeding at a somewhat slower pace in Otago than in some northern areas, there is every reason for confidence. In fact, a more orderly rate of development often means the absence of serious problems.

The New Zealand market, as a whole, is sufficiently accessible to be served from anywhere on the trunk transport systems.

The business man with vision cannot overlook the low costs of land, services, power and labour in Otago. He will note expansion in the Mosgiel district and the potential there, tremendous fertiliser and water resources, harbour and port extensions, primary and secondary industries supported by a highly skilled labour pool, a prosperous well-founded city, pleasant to live in, and rich, unexploited back country.

Here in Otago there is great opportunity. A field for investment in land, buildings and production, without the pressures and problems characteristic of larger population centres in the north.

The new Civic Centre, Green Island, comprising Theatre, Borough Offices and Community amenities. Green Island, just over the hill from the city is a prosperous Industrial and Residential suburb.



THE DUNEDIN SAVINGS BANK

(Established 1864)

Founded only three years after the discovery of gold in Otago, the Bank has grown with the City and Province. Today, with Depositors' balances of £10,000,000 and total funds of over £11,000,000, the Bank is a monument to its founders and those depositors, past and present, who have supported it over the 98 years of its existence.

First and foremost, the aim of the Bank is to give SERVICE to its depositors. Advice and assistance are always available from experienced Officers at any Branch of the Bank.

BANK WITH YOUR OWN BANK,



HEAD OFFICE: Dowling Street

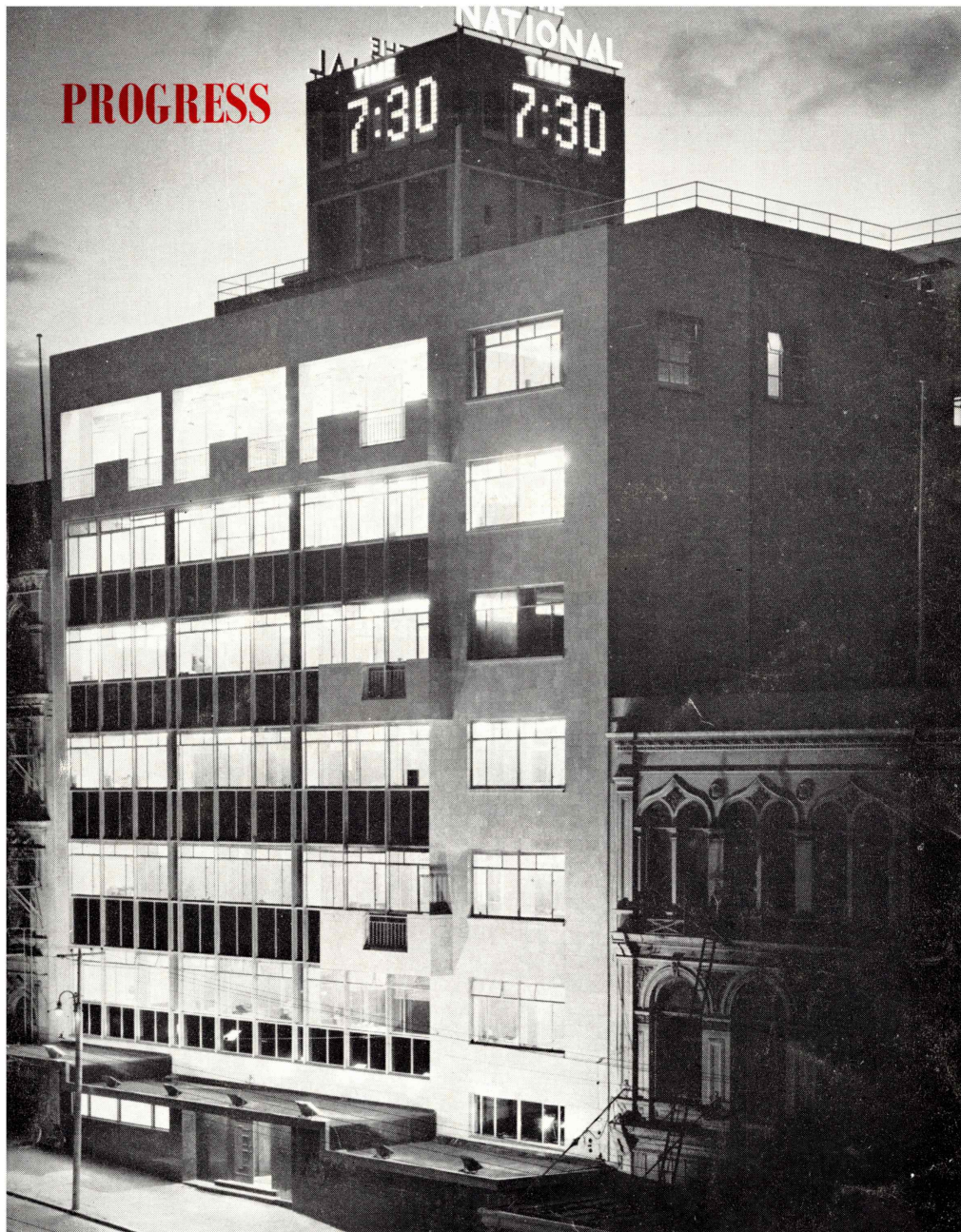
BRANCHES:

South Dunedin, Gardens, George Street, Mornington,
Green Island and Mosgiel.

AGENCIES AT:

Port Chalmers, Wakari, Anderson's Bay and Forbury Corner

PROGRESS



This Modern Head Office and Dunedin Branch Building at 300 Princes Street, Dunedin, is a further expression of the confidence which

**THE NATIONAL INSURANCE COMPANY
OF NEW ZEALAND, LIMITED**

has in the future development of Otago.

FIRE — MARINE — ACCIDENT

Branches and Agencies Everywhere.